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Background information--relationships among characteristics used as standard cross

Respondent characteristics	Community size			Homemaker's education		
	Metro areas--1 million and over	Other metro	Nonmetro	Grammar school or less	Some high school	High school graduate
U.S. total	38	41	21	17	17	33
Community size:						
Metro areas--1 million and over	100			12	15	41
Other metro		100		18	16	35
Nonmetro			100	24	22	35
Homemaker's education:						
Grammar school or less	27	43	30	100		
Some high school	33	40	27		100	
High school graduate	41	39	20			100
Some college or more	43	43	14			
Region:						
Northeast	48	43	9	16	16	41
North Central	38	36	26	17	18	40
South	23	48	29	22	19	33
West	52	34	14	10	13	33
Homemaker's age:						
Under 25	36	40	24	4	18	41
25-34	41	42	17	3	16	41
35-44	41	40	19	12	13	41
45-64	38	43	19	20	18	33
65 and over	28	41	31	41	19	14
Family income:						
Under \$6,000	26	42	32	36	23	21
\$6,000-\$9,999	34	43	23	16	19	41
\$10,000-\$14,999	42	42	16	7	16	41
\$15,000 and over	52	38	10	3	8	33
Family size:						
1-2 members	36	41	23	24	17	33
3 members	37	45	18	13	17	41
4 members	44	37	19	10	14	41
5 or more members	38	41	21	12	20	41
Family composition:						
Adults only	36	41	23	25	16	33
Have children under 20	40	40	20	10	18	41

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.

tomatoes indicated there was nothing they product.

Consumer reactions to eight new vege were explored. Only two items--tomato we prompted more than 50 percent of the resp willingness to try them. Slightly less tha said they would try quick-cooking frozen puffed potato slices, and frozen bean sal shown in explosion-puffed celery, explosi instant bean dip powder.

PREFERENCES, U  
AND BUYING PR  
FOR SELECTED  
VEGETABLES:  
A Nationwide S

Jon Weimer

Patricia Stevens

INTRODUCTION

This study of consumers' opinions about selected vegetables was undertaken for use in planning programs of research and information for the mutual benefit of the consumer and vegetable sector of the economy.

Findings are based on personal interviews with homemakers in August 1972. These homemakers were from a sample of private households in both rural and urban areas of the United States, excluding Alaska and Hawaii. Respondents were selected entirely by area probability sampling procedures. A respondent was defined as the household member who was responsible for which foods are to be bought for the household's use. This definition permitted some male respondents to be included in the study. For reporting convenience, however, the terms "household" and "consumers" are used to refer to all respondents. "household" and "family" are used interchangeably. A detailed description of the sampling procedures is presented in the appendix.

In interpreting the results of this study, as with any study where a sample is interviewed rather than the total population, the findings are subject to error. Sampling reliability is discussed in the appendix.

The data are subject also to errors in response. Some homemakers may have erred in reporting from memory whether they had used certain vegetables and, if so, the frequency. And when a homemaker said she served a particular vegetable a certain number of times, she was describing what she usually did to be her usual practice, even though factors such as vegetable availability may occasionally alter this habit. However, since this study was not intended to provide consumption data, but rather to gather data about attitudes and impressions of consumers toward selected vegetables, the statements were accepted as given.

to the percentages for the entire category. only highlights are presented in such tables. account for percentages on some tables adding percent and for subcategories adding to more shown for the entire category. All percentages total sample of 2,600 except as noted.

The discussion focuses on those results contribute most to an understanding of homema selected vegetables. Data are discussed with demographic characteristics when results indi differences or slight differences where large been expected. References in parentheses are questions in the questionnaire and to the tab summarize answers. Tabulations of the questi appendix following the description of the sam questions are shown in tabular form.)

#### PERCEIVED IMPORTANCE OF VEGETABLES VERSUS

To gage consumers' perceived importance to other food types in their family's daily d were given a card showing a 7-point scale and each food type. The scale was marked 7 for "one end and 1 for "Not at all important" at t numbers in between. As the following tabulat apparent most consumers view vegetables, in g important dietary component. Approximately 6 rated vegetables as very important. Among th rated, only meat was rated by more respondent 8 in 10 homemakers) as being very important i daily diet.

	<u>Food ty</u>			
	<u>Bread</u>	<u>Meat</u>	<u>Potatoes</u>	<u>Veget</u>
	----- <u>Percent</u>			
1-Not at all important	5	*	8	*
2-	5	*	9	1
3-	9	1	13	1
4-	16	2	21	5
5-	14	6	17	9
6-	10	12	11	20
7-Very important	41	78	21	64

\*Less than 1 percent.

### Frequency of Use

Homemakers were presented a card listing six vegetables referred to how often they served vegetables. For selected vegetables, respondents were asked to pick the one that came closest to telling how often they served in the 12 months immediately prior to interviewing.

#### Frequency of Serving Statements

Haven't served in past 12 months  
Less than once a month  
About once a month  
2 to 3 times a month  
Once a week  
2 times a week or more

Tomatoes, lettuce (or escarole), green beans, corn, white onions, and green peas were the most frequently served vegetables. They were reported served at least 2 times a month by over 75 percent of the sample respondents. For frequently served vegetables, tomatoes, lettuce, white onions, and white onions were reported served 2 times a week or more by over 50 percent of the homemakers.

Celery, cucumbers, carrots, cabbage (or sauerkraut), green peppers were reported served at least 2 to 3 times a week or more by approximately 5 to 7 homemakers in 10; 3 in 10 homemakers said that they served these vegetables a minimum of 2 times a week.

Some vegetables were served either infrequently or not at all a month or less--or not at all. Beets, spinach, lima beans, radishes, squash, asparagus, broccoli, and sweet potatoes were reported as either served infrequently or not at all in the 12 months prior to interviewing by 6 to 7 homemakers in 10. Cauliflower, Brussels sprouts, turnips, black-eyed peas, and eggplant were reported either served infrequently or not at all by 8 to 9 homemakers in 10. In the case of eggplant and black-eyed peas, the predominant response of homemakers was that they had not served these particular vegetables during the 12-month period prior to interviewing.

### Reasons for Reported Frequency of Serving Vegetables

Questions were asked of homemakers to obtain reasons for serving or not serving selected vegetables. A simple technique lightened the burden of the respondent so that although a homemaker had indicated earlier how frequently

each of the vegetables, and whether or not serving only 13 of the 26. Each color-coded the questionnaire--blue and white--surveyed a different 13 vegetables.

### White

Asparagus  
Broccoli  
Cabbage or sauerkraut  
Cauliflower  
Corn  
Eggplant  
Green beans (snap, string, pole)  
Green peas  
Lima beans  
Spinach  
Squash  
Tomatoes  
White onions

### Blue

Beets  
Black-eyed  
Brussels  
Carrots  
Celery  
Cucumber  
Green pepper  
Lettuce  
Okra  
Radishes  
Sweet potato  
Turnips  
White potato

For each vegetable that a homemaker was asked her reasons for reported frequency of serving, a card consisting of two columns of statements. One possible reasons a homemaker had for serving a particular frequently; the other column, possible reasons a homemaker had for serving a particular vegetable infrequently. Frequent serving was considered serving a vegetable a month or more, and infrequent serving was considered serving a vegetable less often than 2 to 3 times a month.

Each respondent was asked to relate those reasons applicable, why she served a particular vegetable frequently, infrequently, or not at all. In every case, the respondent informed that the statements in both columns were as representing some or all household members' reasons.

### Vegetables Served Frequently

For purposes of clarity and emphasis, the reasons given by homemakers for serving vegetables frequently are listed only for those vegetables that more than one-half sample of respondents said they served at least once a month. Those vegetables are:

Cabbage  
Carrots  
Celery  
Corn  
Cucumbers  
Green beans

Green  
Green  
Lettuce  
Tomato  
White  
White

the homemakers who were asked to give reasons for serving these 12 vegetables frequently reported that taste was the most important factor. Although there was some variation among frequently served vegetables, other reasons cited for infrequent frequency of serving were "easy to prepare," "can be prepared in a number of different ways," "high in vitamins, minerals," and "don't get tired of it."

"Like color," "can buy desired amount," "available at local stores," "easy to digest," "like texture," and "low cost" were statements cited by less than 21 percent of the homemakers who were asked to give reasons for serving a vegetable frequently. "Low in calories" was a reason cited for frequent serving of lettuce (or escarole) and cauliflower. Approximately 3 in 10 of those homemakers who were asked to give reasons for serving these two vegetables frequently cited this factor was not cited for any of the other frequently served vegetables by more than 23 percent of the homemakers.

### Vegetables Served Infrequently

Again, for purposes of clarity and emphasis, a list of the reasons given by homemakers for serving a vegetable frequently or not at all is discussed only for those vegetables served less than one-half of the total sample of respondents in the survey. Those who did not serve at least 2 to 3 times a month. Those reasons are:

Asparagus	Lima beans
Beets	Okra
Black-eyed peas	Radishes
Broccoli	Spinach
Brussels sprouts	Squash
Cauliflower	Sweet potatoes
Eggplant	Turnips

For 12 of these 14 vegetables, the reason given by respondents who were asked why they served any of the vegetables infrequently was "dislike taste." With radishes, beets, and "not easy to digest" were reasons reported most often for not serving this vegetable more often (by 3 in 10 homemakers). With asparagus, "high cost," "dislike of taste," was mentioned by more homemakers for not serving this vegetable more often (by approximately 10 homemakers).

For 8 of these 14 vegetables (beets, black-eyed peas, Brussels sprouts, lima beans, spinach, squash, and eggplant) "don't get tired of" was the reason, next to dislike of taste,



respondents gave for not serving these. High cost was second to dislike of taste or more often. With eggplant, "not easy to like" was the second most cited reason by homemakers. Dislike of taste for infrequent serving was the second most cited reason by homemakers. For sweet potatoes, taste, for not serving sweet potatoes was the most often, other than dislike of taste.

### Vegetables Not Served

An analysis of the reasons given by those serving vegetables in the 12 months prior to the survey only for those vegetables which more than one sample of respondents indicated they did not serve 3 times a month. These vegetables, of course, were the vegetables discussed earlier when examining reasons for not serving. Of those respondents who were not serving any of these vegetables, "dislike of taste" was the predominant reason for not serving. For spinach and beets in particular, dislike of taste was the frequently given response by those homemakers who gave their reasons for not serving any of these vegetables (approximately 9 in 10 homemakers).

"No experience with product" was another response that, next to dislike of taste, was given by homemakers for not serving black-eyed peas. For the two vegetables expected, the respondents giving this response for the two vegetables were primarily from Georgia and the South (no tabulations shown). Difficulty in obtaining was a relatively frequent reason, next to dislike of taste, for those homemakers who were asked why they did not serve these vegetables.

Overall, taste was the most important reason for not serving selected vegetables frequently, infrequently, or not at all. It is apparent that homemakers do not serve vegetables which they or members of their families do not like to eat.

### Form Usually Bought

Respondents were asked to specify whether they bought canned, or dried--they generally bought fresh. During the 12-month period prior to interview, a list of 26 selected vegetables were elicited. Since they generally are not available in the home, some respondents indicated that they had

The following tabulation shows percentages of who bought each form of the vegetables listed. (lines show the highest percentages for each form. ages refer only to those respondents who bought t all. Thus, while 94 percent of those homemakers eggplant purchased it in a fresh rather than a pr must be noted that only about one-third of the to reported purchasing eggplant at all. (See append

	<u>Fresh</u>	<u>Canned</u>	<u>Froz</u>
	<u>-----Percent-----</u>		
White potatoes	94	1	2
Eggplant	94	*	2
Carrots	91	6	3
White onions	91	2	1
Turnips	91	3	5
Squash	86	2	12
Tomatoes	85	26	*
Cauliflower	67	1	33
Sweet potatoes	65	34	2
Beets	17	83	1
Green peas	11	61	31
Corn	35	53	18
Green beans	36	51	19
Asparagus	33	49	20
Spinach	25	45	20
Lima beans	9	38	38
Brussels sprouts	27	2	71
Broccoli	33	3	66
Black-eyed peas	15	36	14

\*Less than 1 percent.

Over 80 percent of those homemakers who had potatoes, eggplant, carrots, white onions, turnip tomatoes in the 12-month period prior to interview generally purchasing fresh rather than processed vegetables. Cauliflower and sweet potatoes were often in fresh than in processed form by about tw those homemakers who reported buying these two ve

Those vegetables which were reported purchase form more frequently than in fresh, frozen, or dr beets, green peas, corn, green beans, asparagus, addition, sweet potatoes and tomatoes were reporte canned form by virtually all those homemakers who them in fresh form. Lima beans were reported pur equally often in both frozen and canned forms.

listed which were generally bought from other form. The majority of homemakers vegetables in frozen form had bought peas were reported purchased more from some other form (38 percent); however of homemakers reported buying black-eyed (36 percent).

### Appeal of Specific Vegetables to Other

Homemakers were asked to indicate member in their households (2 years or liked or disliked. The data reflect about what vegetables they believe member liked or disliked. (Each individual not asked to express his or her preference. It must also be emphasized that the household respond only to those vegetables that household liked or disliked. It is possible specific vegetable might not be part of any member of a household.

It appears that white potatoes are liked by about three-quarters of all only two of the listed vegetables with Lettuce and green beans are liked by adult members of the household and by younger members (ages 2-19). Tomatoes about 80 percent of the adults and by younger members.

Of the 26 selected vegetables, 2 more often by adults in the family than Carrots, celery, corn, cucumbers, and particularly liked by about comparable younger members of the family household the preferences of the boys (2-19 years) appreciably from the preferences of girls.

Approximately 5 in 10 of the younger were reported to particularly dislike eggplant, and turnips. Cauliflower, okra were cited as the second most disliked by younger members (approximately 4 in 10). Turnips were disliked the most by adults (4 in 10).

Homemakers were asked to indicate which of the vegetables, if any, they had used in salads in the prior to interviewing. Homemakers were also asked vegetables, in addition to those they already used think could be used in salads.

As the following tabulation shows, the vegetables most frequently mentioned by homemakers as being used were tomatoes and lettuce (by approximately 9 in 10); celery (by approximately 8 in 10); cucumbers (by approximately 7 in 10); cabbage, carrots, green peppers, white radishes (by approximately 6 in 10).

	<u>Used in salads</u>	<u>Percent</u>
Asparagus	10	
Beets	17	
Broccoli	2	
Brussels sprouts	1	
Cabbage or sauerkraut	55	
Carrots	64	
Cauliflower	12	
Celery	76	
Corn	3	
Cucumbers	73	
Eggplant	1	
Black-eyed peas	*	
Green peas	13	
Green peppers	56	
Spinach	8	
Lettuce or escarole	93	
Lima beans	2	
Okra	1	
White onions	64	
White potatoes	43	
Green beans (snap, string, pole)	20	
Radishes	58	
Squash	2	
Sweet potatoes	1	
Tomatoes	92	
Turnips	1	

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\*Less than 1 percent.

These frequently mentioned vegetables (homemakers who had a higher educational level came from family households possessing a high income). With the exception of cauliflower, they were also used by homemakers in households with children.

Beets and green beans were cited most frequently (3 in 10 homemakers) as vegetables that could be used in new recipes, although these homemakers did not use them.

### Use of Vegetables in New Recipes

Homemakers were asked to indicate which vegetables they had used in new recipes in the 12 months preceding the survey. They were also asked to indicate which vegetables they would be interested in having new recipes for.

Less than half of the respondents (48 percent) used any of these vegetables in a new recipe in the 12-month period. The vegetables used in new recipes by a large proportion of homemakers were cabbage (or sauerkraut) and tomatoes (14 percent each); white onions (12 percent); and carrots, celery, and green beans (11 percent each).

Only 57 percent of the respondents indicated they would like to use any vegetables for which they would like to have new recipes. Those vegetables for which the largest proportion of respondents indicated a desire for new recipes were carrots and white potatoes (16 percent each), green beans and tomatoes and corn (14 percent each).

## PERCEPTION OF DIFFERENT FORMS

### Qualities Which Differentiate Among Forms

The survey attempted to uncover consumer attitudes toward the different forms in which vegetables could be used. Respondents were asked to indicate their opinions by selecting the descriptive phrases they associated with each form of vegetables--fresh, canned, and frozen.

The basis of this aided-recall technique was the use of descriptive phrases--stated both favorably and unfavorably--might apply to these forms. Respondents were asked to select as many or as few as they wished. Failure to select a phrase did not necessarily mean that re-

the left are considered favorable and those on the favorable.

Tastes good	Does not taste good
Low cost per serving	High cost per serving
Sure of good quality	Not sure of good quality
Usually available in stores	Usually not available in stores
Easy to prepare	Not easy to prepare
High in vitamins and minerals	Low in vitamins and minerals
Easy to store	Not easy to store
Keeps well before cooking	Does not keep well before cooking
Good value for the money	Not a good value for the money
Not too much waste	Too much waste
Look appetizing at mealtime	Do not look appetizing at mealtime
Texture good	Texture not good
Appealing color	Color not appealing
Can use in many different ways	Cannot use in many different ways

As seen in the following tabulation, homemakers associated certain favorable characteristics with fresh vegetables, while they did with frozen or canned forms:

	<u>Fresh</u>
	-----
Tastes good	90
High in vitamins and minerals	72
Look appetizing at mealtime	65
Can use in many different ways	60
Appealing color	57
Usually available in stores	
(when in season for fresh)	56
Sure of good quality	49
Texture good	46

The positive attributes associated with fresh vegetables, relating to vitamin and mineral content, use in many ways, availability in stores, and texture were cited by younger homemakers, those homemakers who had a higher educational level, those residing in households with higher income, and those homemakers who resided in households containing more than one child.

Relative to the other forms of vegetables, the attributes that homemakers associated more with fresh vegetables than with the other forms were:

Not easy to store  
Does not keep well before cooking  
Too much waste  
Not easy to prepare

None of these negative attributes associated with canned vegetables were cited by more than 20 percent of the respondents.

As seen in the following tabulation, ease of preparation, keeping well before cooking, low cost per serving, and low cost per serving were favorable attributes associated more with canned vegetables than either fresh or frozen vegetables.

Easy to store  
Easy to prepare  
Keeps well before cooking  
Good value for the money  
Low cost per serving

Except for ease of storage, all of the attributes associated more with canned vegetables were cited more by homemakers who had a higher education. Ease of keeping well before cooking were also mentioned more by homemakers residing in higher income households and in households containing children.

The negative attributes that consumers associated more with canned vegetables than with the other forms of vegetables were:

Not sure of good quality  
Texture not good  
Does not taste good  
Color not appealing  
Low in vitamins and minerals  
Do not look appetizing at mealtime

Unsureness of quality was the negative attribute most frequently cited for canned vegetables (21 percent). Other negative attributes associated more with canned vegetables were cited by less than 20 percent of the respondents.

former or vegetables. Fifty-two percent of the homemakers considered the most favorable attribute for frozen vegetables as opposed to canned vegetables and 25 percent for canned and fresh forms, respectively. The phrases "easy to prepare," "tastes good," "keeps well," "easy to cook," "easy to store," however, were cited by 50 percent of the homemakers as being applicable to frozen and canned vegetables. "High cost per serving" was the primary attribute that homemakers associated more with frozen vegetables (31 percent) than with either fresh (21 percent) or canned (18 percent) vegetables.

#### PROBLEMS WITH SPECIFIC VEGETABLES AND FORMS

Thirty-two percent of the respondents reported having encountered problems with vegetables purchased within the 12-month period prior to interview. Of those who had bought fresh, frozen, or canned vegetables that were satisfactory, 32 percent reported having encountered problems with vegetables. Fifty-seven percent of those who purchased vegetables that were unsatisfactory in some way encountered problems with vegetables twice within this 12-month period.

(Question 10)

A much larger proportion of those homemakers who purchased satisfactory vegetables encountered problems with fresh vegetables rather than with frozen or canned forms. Of those who purchased vegetables that were unsatisfactory, 80 percent indicated problems with fresh vegetables, compared with 50 percent who found problems with frozen vegetables and 30 percent who experienced problems with canned vegetables (tabulations not shown).

The primary problems encountered with fresh vegetables were related to taste (for example, mushy, soft), being spoiled, or being tasteless. Tomatoes, lettuce, and potatoes were the vegetables with which more homemakers had experienced problems. The problems encountered with canned vegetables related to taste ("tinny taste"), texture (tough, hard), and the color of the vegetables. Green beans, and green peas were the canned vegetables with which more homemakers encountered problems. The complaints directed at purchased frozen vegetables were that they were tasteless, tough, hard, or too dry (no tabulations shown).

#### DESIRED LABELING FOR CANNED AND FROZEN VEGETABLES

Respondents were given a list of items which should be included on the labels of processed vegetables and were asked to indicate which items should be included on the label, which items they thought should not be included, and which items are not usually included.



	-----
Brand name	87
Cooking directions	68
Calories per serving	59
U.S. grades	67
Style -- whole, sliced, diced, etc.	80
Net weight of contents	78
List of kinds and amounts of nutrients	52
Recipes or serving ideas	47
Ingredients	77
Date after which product is not to be sold	85

Of these items, "list of kinds and amounts of nutrients" and "recipes or serving ideas" were mentioned by the largest number of respondents (52 and 47 percent, respectively) as items they believe should be on labels of frozen vegetables. "Brand name" and "date after which product is not to be sold" were cited by the next largest number of respondents (80 and 85 percent, respectively) as items they believe should be on labels of processed vegetables.

The younger homemakers seemed more concerned with cooking directions, calories per serving, and list of kinds and amounts of nutrients, and date after which product is not to be sold should be on labels of canned and frozen vegetables. The concern was evidenced by homemakers with less experience. At the other level, homemakers in households possessing more experience, homemakers with families including children, were more concerned with ingredients and recipes or serving ideas.

Virtually all respondents (at least 87 percent) indicated that labels usually included brand name, style of vegetable, and indication of net weight of contents of container. 68 percent of the respondents reported that labels usually list the ingredients, and 82 percent indicated that cooking directions are usually included on labels.

The calories per serving and the date after which product is not to be sold were items cited by a smaller number of respondents as being desirable on labels, but not as essential for processed vegetables.

The items usually looked for on labels of frozen vegetables were primarily those which respondents believed should be on labels of processed vegetables.

## PERCEPTION OF PROCESSED TOMATO PRODUCTS

Description of the Ideal Tomato Juice

The majority of respondents felt that the tomato juice currently on the market was "ideal" with respect to content, appearance, and calorie content.

Over three-quarters of the respondents reported serving tomato juice in the 12-month period prior to interviewing. Those serving tomato juice tended to be above 24 but below 40 years of age, and tended to be in households with a high income.

(Que

Each homemaker in the sample, regardless of whether she served tomato juice, was asked to select from sets of multiple choice characteristics those which best described the ideal tomato juice for her family. Major findings on four questions are described below. (See page 16 for summary table.)

In response to a question about the ideal form of tomato juice, a majority of the respondents (91 percent) said that tomato juice should be ready to serve. Tomato juice in either concentrated or instant powder form to which water must be added did not appeal to the homemakers.

(Que

Calorie Content

Slightly more than half of the homemakers said that the ideal tomato juice for their family should contain the same amount of calories as the present product on the market; slightly less than half of the homemakers felt that the ideal tomato juice should contain an added amount of vitamins, enough to supply a daily requirement of vitamins in an 8-ounce glass.

(Que

Appearance

A large majority of the homemakers (87 percent) thought that the present appearance of tomato juice was preferable to that which would be red in color but clear, like cranberry juice.

(Que

## Calorie Content

Seventy-one percent of the homemakers thought tomato juice for their family should contain the calories as the product currently on the market. of the respondents thought that the ideal tomato contain fewer calories than the product now on the smaller proportion (8 percent) of the respondent tomato juice should contain more calories than currently on the market.

## Summary of Questions 14b-e

The ideal tomato juice for my family should--

Be in this form:

Ready to serve -- no need to add water

Frozen concentrate -- just add water

Instant powder -- just add water

Contain:

The same amount of vitamins contained  
in the product on the market now

An added amount of vitamins to supply a  
day's vitamin needs in an 8-ounce glass

Appear:

Red in color, but not clear -- like the  
product on the market now

Red in color, but clear -- like cranberry  
juice

Contain:

The same amount of calories contained in  
the product on the market now

Fewer calories than in the product on  
the market now

More calories than in the product on  
the market now

Responses to these questions did not differ between those homemakers who had served tomato juice to their families and those who had not served tomato juice to their families during the 12-month period prior to interviewing.

## Perception of Canned Tomatoes

Seventy-seven percent of all homemakers sampled were purchasing canned tomatoes (whole or stewed) in

age did not tend to purchase canned tomatoes as makers who were between 25 and 64. Purchase of was more characteristic of homemakers with higher and of homemakers with a higher educational level

Of those homemakers who did not report purchase tomatoes, almost half (47 percent) said the reason was that they can or freeze their own tomatoes. 9 of those homemakers who had not purchased canned tomatoes that they preferred to use fresh tomatoes and 15 percent unfavorable taste aspects associated with canned tomatoes.

For 52 percent of those homemakers who report purchase canned tomatoes, the major reason stated for purchase rather than fresh tomatoes related to convenience "easy to prepare" being the major convenience factor cited. Convenience was mentioned relatively frequently by respondents for purchase of tomatoes rather than fresh tomatoes were "use for soups or dishes" (39 percent) and "cheaper than fresh tomatoes" (12 percent).

When homemakers who had purchased canned tomatoes, what, if anything, they "didn't like so well" about canned tomatoes, the majority (68 percent) indicated that the reason they disliked about this product. The most frequently mentioned that purchasers had about canned tomatoes were related to taste (12 percent), waste material in cans (6 percent), cans containing too much juice or water--not enough (12 percent).

### Frequency of Use

Canned tomatoes were served frequently by those who purchased them at all. Of those homemakers who purchased canned tomatoes, only 10 percent said they served canned tomatoes less than once a month; another 15 percent reported serving canned tomatoes about once a month. The remainder of these homemakers reported serving canned tomatoes at least twice a month. Serving canned tomatoes at least once a month was more characteristic of homemakers 25 years of age or older and of homemakers residing in households with more than two members.

### Ways Used

Homemakers who reported purchasing canned tomatoes in the 12-month period prior to interviewing were asked what product was used in their households. The respondents informed they could cite as many ways as they wished. Of these 10 of these homemakers said they used canned tomatoes in soups. About 6 in 10 of these respondents used canned tomatoes in casseroles, sauces, and meat loaf. It was reported by approximately 5 in 10 homemakers that they used canned tomatoes in salads and for snacks. About 2 in 10. Each of these different ways of using canned tomatoes was cited more often by those homemakers who used it 2 times a week or more.

### Ways Used Most Often

Homemakers who purchased canned tomatoes were asked what one way this product was used most often. Of these 10 of these homemakers said they used canned tomatoes most often. Nineteen percent of these respondents used canned tomatoes most often for soups, 17 percent for casseroles, 15 percent each for casseroles and as side dishes, and 15 percent of these homemakers stated using canned tomatoes often for either meat loaf, salads, or snacks. The use of canned tomatoes for sauces most often was more characteristic of homemakers with some high school education or less than an income of \$6,000 and above, and homemakers who used canned tomatoes in soups most often was more characteristic of homemakers with grammar school or less education. College-educated homemakers, and more characteristic of those with less than \$6,000 income. Older homemakers tended to use canned tomatoes more often in soups and meat loaf while homemakers less than 65 years of age used this product more often in casseroles.

After indicating in what one way they used canned tomatoes most often, homemakers were asked what product was used in place of canned tomatoes for that use. The following table, tomato sauce is used as a substitute for canned tomatoes more often than any other tomato product.

	<u>Percent</u>
Tomato sauce	43
Tomato paste	31
Fresh tomatoes	26
Tomato soup	23
Tomato juice	22
Tomato puree	18
Instant sauce mix	3
Other products	1

### NEW PRODUCT CONCEPTS

This study explored consumer reactions to eight concepts. A split-sample technique lightened the burden on respondents; that is, each respondent considered only four of the eight product concepts. Each color-coded version of the questionnaire--blue and white--surveyed a different set of concepts:

#### White

#### Blue

Quick-cooking frozen pinto beans	Explosion-puffed
Instant bean dip powder	Explosion-puffed
Frozen bean salad	Tomato wedges
Explosion-puffed celery	Tomato powder

After reading a description of a new product, respondents were asked the following questions:

- If this product was available would you try it?
- Why doesn't this product appeal to you?  
(If "No" to Q.a)
- What is it about this product idea that appeals to you? (If "Yes" to Q.a)
- How sure are you that you would try it? (If "Yes" to Q.a)
- Assuming the product is satisfactory, do you would use it regularly or just once in a while? (If "Yes" to Q.a)

Two additional questions were asked with regard to the concept of instant bean dip powder:

- f. If it would not change the taste, would bean powder be fortified with protein purposes or not? (If "Yes" to Q.a)
- g. Would you prefer the bean powder to be unseasoned? (If "Yes" to Q.a)

One additional question was asked with regard to the bean salad concept:

- f. Would you prefer that salad dressing be made with bean salad or not? (If "Yes" to Q.a)

The data reported simply represent homemaker responses to new product concepts. Since little or no attempt was made to inform the respondents how these products might be priced, it would be misleading to conclude that the responses of interest reflect any firm intent to purchase. It must also be noted that some of these products were identified in this report as being "new," may not be new and foreign to some of the homemakers. For example, tomato wedges, tomato wedges had been introduced into the country, as had explosion-puffed products.

#### Relative Interest in New Product Concepts

As shown in the following tabulation, only a few new product concepts--tomato wedges and tomato powder--were preferred by more than 50 percent of the respondents to state they would be willing to try these products. A little less than 50 percent of the homemakers indicated their receptiveness to quick-cooking frozen pinto beans, explosion-puffed potato slices, and explosion-puffed celery. Less interest was shown in explosion-puffed carrots, explosion-puffed carrots, and instant bean dip powder.

"If this product was available would you try it?"

	Willing to try	Not willing to try
Tomato wedges	58%	42%
Tomato powder	58%	42%
Quick-cooking frozen pinto beans	48%	52%
Explosion-puffed potato slices	48%	52%
Frozen bean salad	48%	52%
Explosion-puffed celery	48%	52%
Explosion-puffed carrots	38%	62%
Instant bean dip powder	38%	62%

(Questions 10a, 10b, 10c, 10d, 10e, 10f, 10g, 10h, 10i, 10j, 10k, 10l, 10m, 10n, 10o, 10p, 10q, 10r, 10s, 10t, 10u, 10v, 10w, 10x, 10y, 10z)

They were satisfactory, again the two tomato products be the more desirable new products to homemakers. table shows the responses to these questions:

	Would Try				How
	<u>Abso- lutely</u>	<u>Quite sure</u>	<u>A little doubtful</u>	<u>No answer</u>	<u>Regularly</u>
	<u>Percent</u>				
Frozen pinto beans	31	52	16	1	36
Instant bean dip powder	33	48	19	1	28
Frozen bean salad	34	50	14	2	27
Explosion- puffed potato slices	35	47	18	0	41
Explosion- puffed carrots	31	49	19	1	38
Explosion- puffed celery	31	51	16	1	40
Tomato wedges	46	44	8	2	53
Tomato powder	42	45	12	1	63

#### Quick-Cooking Frozen Pinto Beans

The description of quick-cooking frozen pinto to the respondent on a card read:

"Take 10-12 minutes to cook; can be used for bean casseroles, bean salads; cost and nutritive comparable to equal amount of canned beans."



Slightly less than half of the respondents product were available, they would try it. less to homemakers living in the Northeast of the country.

The major reason given by homemakers trying quick-cooking frozen pinto beans re (70 percent). "Quick to prepare" was the most often. Other comparatively frequent homemakers who were willing to try this pr be used for a specific dish or dishes (23 be nutritious (20 percent), that it would (18 percent), and that it would be a versa being used in many ways (16 percent).

Of those homemakers who stated they w try the frozen pinto beans, lack of intere stemmed primarily from the fact that these that they or their family members liked or percent). Sixteen percent of the homemake beans in general, and 14 percent did not l

#### Instant Bean Dip Powder

"By adding various amounts of water, dip, refried beans, and bean soup."

About 3 in 10 homemakers said they w powder if it were available. The concept makers in households with children. Home region of the country were less inclined were homemakers from other geographic reg ents who said they would try this product they would prefer that the bean dip powde protein; two-thirds of these homemakers w this product said they would prefer that seasoned.

Approximately 6 in 10 of the homemak try instant bean dip powder mentioned tha reason they would try it; specifically, " "easy to prepare" were the convenience fa Another key attribute mentioned by those would try the product was that the bean p specific dish or dishes" (44 percent).

and bean soup. One-fourth of these respondents said like or use powdered foods and preferred other form products. Concern about the taste of this product 19 percent of the homemakers who would not try instant powder.

### Frozen Bean Salad

"Ready-to-eat when thawed; contains 6 varieties --red, garbanzo (chick), small white, kidney, lima."

Approximately 4 in 10 homemakers said they would like bean salad if it were available. The concept of frozen bean salad appealed somewhat more to the higher educated. About 6 in 10 of the homemakers who said they would like the product stated that they would prefer salad dressing included in the bean salad.

(Qu

The prime attribute of frozen bean salad, according to respondents who said they would try it, was its convenience (100 percent); being "quick to prepare" and "easy to prepare" were cited as the main convenience factors. Approximately 6 in 10 of the homemakers liked or use the variety of beans described in the salad; about one-fourth of the respondents mentioned they did not like bean salad.

About 2 in 10 of those homemakers who said they would not try this product declared that they did not like so many different beans being mixed together. "Don't like or use particular beans mentioned" and "don't like bean salads" were reasons mentioned by 16 percent of the homemakers for not wanting to try the product. Unacceptable taste was a factor mentioned by 14 percent of the respondents.

### Explosion-Puffed Products

For each of the three explosion-puffed products, a description of the explosion-puffed process preceded the description of the product itself. The description of the explosion-puffed process read:

Explosion-Puffed Potato Slices--The description of the slices read:

"Pleasing, plump appearance; can be used in soups, casseroles, or for salad."

The concept of explosion-puffed potato slices was accepted by almost half (49 percent) of the homemakers. There were no significant differences on this point among the various socioeconomic subgroups of the sample studied.

According to homemakers who said they would try explosion-puffed potato slices, convenience would be the major factor in doing so (85 percent). Particularly, home preparation of the product would be quick and easy to prepare.

About one-third of the respondents who said they would try explosion-puffed potato slices said they would not try vegetables--prefer fresh for cooking." All respondents indicated that they would not try the product if it was not acceptable. Other reasons mentioned for unwillingness to try this product were lack of frequency for unwillingness to try this product. Homemakers did not think that the potato slices were like nor did they like or use dehydrated forms of potatoes (each).

Explosion-Puffed Carrots--The description of the product read:

"With addition of water, pieces resemble fresh carrots. Product in color, flavor, and texture acceptable."

About one-third of the homemakers said they would try explosion-puffed carrots. No significant differences were found among the various socioeconomic subgroups.

Respondents who said they would try explosion-puffed carrots cited convenience as the product's major factor. "Quick to prepare" and "easy to prepare" were the factors mentioned most often. "Like to try"

Unfavorable comments concerning taste, and preference for using fresh vegetables, were the predominant reasons among those homemakers who would not try explosion-puffed celery (about one-third of the homemakers for each of these reasons). Seventeen percent of the homemakers stated they "don't like dehydrated foods--prefer other form."

#### Explosion-Puffed Celery--The description for the celery product is:

"With addition of water, pieces resemble the original product in color, flavor, and texture; in the oven they are crisp and could be used as a snack."

Almost 4 in 10 homemakers said they would try explosion-puffed celery if it were available. There were no significant differences on this point among the various socioeconomic groups of the sample studied.

Homemakers who said they would buy explosion-puffed celery attributed their interest primarily to convenience factors (30 percent). "Quick to prepare" and "easy to prepare" were the convenience factors mentioned. "Would be a good snack" was mentioned by 15 percent of the homemakers who said they would try this product.

The major objections raised by homemakers who said they would not be willing to try explosion-puffed celery were taste (30 percent), preferred to use fresh vegetables (30 percent), unavailability (20 percent), and dislike or nonuse of dehydrated foods (10 percent).

#### Tomato Wedges

"Canned; easy to use for salads; taste similar to fresh tomatoes; cost about 30-35¢ for a pound can."

Fifty-seven percent of the homemakers said they would try tomato wedges if they were available. Significant differences among the various socioeconomic subgroups of the sample were not found with regard to willingness to try the product.

Approximately 4 in 10 of the homemakers who tried tomato wedges cited convenience as the main reason for trying them. Of the homemakers who thought they would find tomato wedges acceptable, 23 percent said they would try them. Other relatively free reasons were: "would not be too expensive--would be cheap" (23 percent), "could be used in salads" (23 percent).

Preference for using fresh tomatoes was the main reason given by approximately 40 percent of the homemakers who indicated they would not try tomato wedges. Regarding taste, respondents expressed concern that tomato wedges would not taste as good as fresh tomatoes.

#### Tomato Powder

"Will dissolve in water to make tomato sauce, or tomato juice, depending on how it is used."

Slightly more than one-half (51 percent) of the homemakers stated they would be willing to try tomato powder. The concept appealed to homemakers with some college education, those above, homemakers below the age of 65, and homemakers residing in households with children. This product had less appeal to the Northeast region of the country than elsewhere.

Convenience would be the prime attribute of tomato powder, according to homemakers who said they would try it (51 percent); ease of storage and ease of preparation were frequently cited convenience factors. A majority of respondents said that they thought tomato powder was a versatile product and could be used in many ways.

Approximately one-fourth of the homemakers who did not buy tomato powder stated that they "do not like tomato foods--prefer other forms." Nineteen percent of the homemakers who said they would not try tomato powder said they did not like the taste of this product, while 18 percent said "no need for this type of product--sauce or juice product."

The inclusion of the three concepts based on the stuffed process allowed, in part, a measure of the appeal of the process itself as well as the appeal of the specific higher appeal of the potato slices as opposed to carrots appears to indicate that the reaction to itself is not totally negative but may rather be perceived as appropriate or desirable for certain vegetables only. The concept of potatoes in an easy and quick-to-prepare form is not new.

### Sampling Reliability

The extent to which sample results may differ from the figures for the population depends on a number of factors. Among these are the size of the sample and the survey percentages. The size of sampling fluctuation is affected by the way in which PSU's are defined. The more widely scattered the sample is. The probability of these chance sampling fluctuations are estimated on a basis in the table below:

	<u>Approximate confidence limits</u>		
	<u>Total sample</u>	<u>Size of sample</u>	
For percentages around:	<u>2,600</u>	<u>1,000</u>	<u>800</u>
	-----Pe		
50	2.71	4.37	4.90
40-60	2.67	4.29	4.78
30-70	2.50	4.00	4.49
20-80	2.17	3.49	3.92
10-90	1.63	2.63	3.94

1/ 2 standard errors.

The chances are approximately 95 in 100 that the result does not vary, plus or minus, by more than the confidence limits from the result that would have been obtained had the procedures been used to interview all homemakers. For example, 52 percent of all homemakers in the survey thought a list of kinds and amounts of nutrients should be on the labels of canned and frozen vegetables. If 95 in 100 that, had all homemakers in the population been interviewed, the true percentage of those saying that vegetables and amounts of nutrients should be on labels would be between 49.3 and 54.7 percent. The variation is larger for a corresponding portion of the sample because the number of interviews is smaller.

This survey had a nonresponse rate of 2 percent. The extent that the nonresponse group differs from the population is within the confidence limits as set forth in this survey. The confidence levels are correct and valid because it was made that there is no measurable difference between the sample and nonrespondents.

the color coded versions of the questionnaire white and blue. The versions were the same with exceptions: As mentioned earlier, vegetables for gave reasons for serving/not serving were alternative two versions; also, each version of the questionnaire with respect to the order of characteristics on questionnaire surveyed a different set of new product questions 10-13.

Equal numbers of both versions were assigned to a cluster of six predesignated addresses, thereby creating samples of approximately equal size and, presumably, socioeconomic characteristics. There was no deliberate attempt to match subsamples in terms of age, income, or other socioeconomic characteristics of the respondents. However, analysis indicates that the two subsamples were comparable with respect to the background characteristics examined.

### Explanation of Tables

Tables are presented in the order of questionnaire. In a few instances where similar questions have been grouped for comparison. Generally, the wording used in the original probes excluded, is given as the table heading. The questions identified by the numbers of the questions on which



Question 1: "We would like to know how important you think certain types of food are in your family's daily diet. Here is a card marked 7 for 'Very Important' at one end and 1 for 'Not at All Important' at the other end with numbers in between. Just pick a number that comes closest to how you feel about each of the types of food I mention. Now, how do you feel about the importance of (food type) in your family's daily diet?"

Rating	U.S. total					
	Bread	Meat	Potatoes	Vegetables	Salad	Dessert
	----- Percent -----					
1- Not at all important	5	*	8	*	3	22
2-	5	*	9	1	5	17
3-	9	1	13	1	6	17
4-	16	2	21	5	11	18
5-	14	6	17	9	16	10

Question 2a: "Which of the statements . . . come closest to you served (vegetable) in the past 12 months?"

Vegetable	U.S. total				
	2 times a week or more	Once a week	2 to 3 times a month	About once a month	Less than once a month
	----- Percent -----				
Asparagus	3	8	12	17	27
Beets	6	10	17	18	27
Broccoli	4	11	17	16	18
Brussels sprouts	1	3	10	14	23
Cabbage or sauerkraut	10	18	23	23	17
Carrots	24	28	22	12	7
Cauliflower	2	7	12	17	22
Celery	35	18	15	12	10
Corn	34	32	18	8	5
Cucumbers	30	17	15	11	12
Eggplant	1	3	4	8	16
Black-eyed peas	5	7	7	7	11
Green peas	22	33	22	12	6
Green peppers	20	17	16	15	14
Spinach	7	15	17	16	16
Lettuce or escarole	71	15	6	2	2
Lima beans	5	13	16	17	20
Okra	5	6	7	7	8
White onions	52	19	8	5	6
White potatoes	62	17	8	5	5
Green beans (snap, string, pole)	37	35	16	6	3
Radishes	14	11	12	13	18
Squash	6	13	16	15	17
Sweet potatoes	4	7	14	19	35
Tomatoes	74	14	6	2	2
Turnips	3	5	8	9	22

Summary of question 2b: Reasons given by respondents who indicated they served selected vegetables frequently in the 12 months prior to interviewing. Vegetables listed in table were those selected by more than one-half of the respondents in question 2a as being served at least 2 to 3 times a month.

Reasons	U.S. total											
	Vegetables served frequently											
	Tomatoes	Lettuce or escarole	Green beans (snap, string, pole)	White potatoes	Corn	White onions	Green peas	Carrots	Celery	Cucumbers	Green peppers	Cabbage or sauerkraut
Like taste	90	81	87	82	90	82	85	78	77	86	81	84
Easy to prepare	43	43	40	42	44	27	47	50	52	38	30	35
Can be used in a number of different ways	43	29	21	50	19	55	17	26	39	20	47	30
Don't get tired of it	41	37	34	38	38	30	30	26	26	27	20	26
High in vitamins, minerals	33	51	53	18	15	8	20	45	25	14	17	21
Low in calories	23	31	18	5	2	8	4	16	28	25	12	18
Like color	20	10	11	2	10	5	12	14	4	5	15	4
Can buy desired amount	16	9	12	14	14	16	11	10	7	9	9	7

Summary of question 2c: Reasons given by respondents who indicated they served selected vegetables infrequently in the 12 months prior to interviewing. Vegetables listed in table were those not selected by more than one-half of the respondents in question 2a as being served at least 2 to 3 times a month.1/

Reasons	U.S. total													
	Vegetables served infrequently													
	Spinach	Radishes	Squash	Lima beans	Beets	Broccoli	Sweet potatoes	Asparagus	Cauliflower	Black-eyed peas	Okra	Turnips	Brussels sprouts	Eggplant
	Percent													
Dislike taste	48	33	39	37	40	45	25	34	36	33	29	41	44	27
Get tired of it	25	14	22	30	29	24	18	10	19	28	16	20	19	19
Cannot be used in a number of different ways	11	14	8	9	14	9	11	5	8	12	13	13	9	10
Not in habit of eating	8	5	6	5	10	8	6	5	6	8	8	4	7	4
Not available in desired form at local stores	7	10	21	5	5	7	11	12	8	5	26	15	8	20
Dislike texture	7	3	6	6	3	2	3	4	3	5	11	4	4	2
Not easy to prepare	4	3	11	4	4	4	7	2	6	11	12	7	4	25
High cost	3	7	8	4	3	12	11	44	24	1	11	3	15	12
Cannot buy desired amount	3	4	4	2	1	4	2	3	5	2	4	4	3	6
Not easy to digest	2	33	2	14	1	6	6	2	9	8	3	11	10	3
Dislike color	2	1	2	1	2	1	1	1	2	2	3	1	2	*
High in calories	1	*	3	17	3	1	22	1	1	9	2	2	1	2
Low in vitamins, minerals	1	3	2	1	2	*	1	1	1	1	1	1	1	1

Summary of question 2d: Reasons given by respondents who indicated they did not serve selected vegetables in the 12 months prior to interviewing. Vegetables listed in table were those not selected by more than one-half of the respondents in question 2a as being served at least 2 to 3 times a month. 1/

Reasons	U.S. total													
	Vegetables not served													
	Spinach	Radishes	Squash	Lima beans	Beets	Broccoli	Sweet potatoes	Asparagus	Cauliflower	Black-eyed peas	Okra	Turnips	Brussels sprouts	Eggplants
	Percent													
Dislike taste	86	59	81	70	86	74	65	74	72	52	57	77	75	68
Dislike texture	11	4	8	8	6	5	5	5	7	4	8	5	4	6
Get tired of it	4	5	5	5	4	5	6	2	5	2	2	5	2	2
No experience with product	5	1	5	4	1	10	6	5	5	52	29	6	7	15
Cannot be used in a number of different ways	5	5	4	5	4	2	2	2	2	1	5	5	4	5
Not easy to prepare	5	1	8	5	4	5	6	5	5	5	4	5	2	10
Dislike color	5	*	1	1	5	1	1	2	2	2	1	1	1	5
High cost	1	1	2	2	1	6	4	21	6	*	1	1	1	5

Vegetable	All home		
	U.S. total	A	
		Under 25	25-44
			Per
Asparagus	56	40	53
Beets	54	38	50
Broccoli	48	38	52
Brussels sprouts	37	24	40
Cabbage or sauerkraut	67	64	68
Carrots	66	61	66
Cauliflower	48	34	50
Celery	62	55	61
Corn	79	88	81
Cucumbers	62	64	67
Eggplant	29	19	27
Black-eyed peas	28	25	26
Green peas	69	65	67
Green peppers	55	54	57
Spinach	50	45	50
Lettuce or escarole	76	77	78
Lima beans	50	40	48
Okra	27	19	26
White onions	62	62	63
White potatoes	73	76	74
Green beans (snap, string, pole)	77	77	75
Radishes	43	40	45
Squash	50	36	46
Sweet potatoes	57	45	55
Tomatoes	84	85	84
Turnips	36	21	32
			Num
Cases	2,600	252	1,004

Question 3a: "Which, if any, of the vegetables are particularly like?"

Vegetable	All a
	U.S. total
Asparagus	41
Beets	42
Broccoli	38
Brussels sprouts	26
Cabbage or sauerkraut	60
Carrots	59
Cauliflower	35
Celery	55
Corn	80
Cucumbers	52
Eggplant	22
Black-eyed peas	27
Green peas	66
Green peppers	48
Spinach	44
Lettuce or escarole	71
Lima beans	47
Okra	24
White onions	59
White potatoes	77
Green beans (snap, string, pole)	74
Radishes	41
Squash	42
Sweet potatoes	52
Tomatoes	81
Turnips	31
Cases	2,174

Vegetable	All adult females (exclu			
	U.S. total	Age		
		20-24	25-44	
				----- Perc
Asparagus	51	43	50	
Beets	55	36	53	
Broccoli	47	46	46	
Brussels sprouts	31	27	30	
Cabbage or sauerkraut	65	58	62	
Carrots	67	70	58	
Cauliflower	43	43	40	
Celery	61	66	57	
Corn	78	83	79	
Cucumbers	59	62	61	
Eggplant	28	25	28	
Black-eyed peas	29	23	29	
Green peas	71	73	64	
Green peppers	50	52	55	
Spinach	47	38	51	
Lettuce or escarole	72	73	73	
Lima beans	48	42	49	
Okra	27	23	28	
White onions	59	57	55	
White potatoes	74	73	70	
Green beans (snap, string, pole)	74	74	71	
Radishes	41	48	41	
Squash	47	40	43	
Sweet potatoes	59	49	56	
Tomatoes	78	73	78	
Turnips	35	22	33	
				----- Numb
Cases	426	120	103	



Question 3a: "Which, if any, of the vegetables listed are particularly like?"

Vegetable	U.S. total	
		2
Asparagus	21	
Beets	28	
Broccoli	26	
Brussels sprouts	16	
Cabbage or sauerkraut	45	
Carrots	63	
Cauliflower	22	
Celery	55	
Corn	87	
Cucumbers	49	
Eggplant	10	
Black-eyed peas	21	
Green peas	57	
Green peppers	32	
Spinach	35	
Lettuce or escarole	66	
Lima beans	32	
Okra	14	
White onions	41	
White potatoes	80	
Green beans (snap, string, pole)	64	
Radishes	32	
Squash	25	
Sweet potatoes	42	
Tomatoes	65	
	16	
	1,443	

Vegetable	All girls		
	U.S. total		
		2-9	10
		<u>Percent</u>	
Asparagus	25	21	
Beets	28	28	
Broccoli	28	24	
Brussels sprouts	17	14	
Cabbage or sauerkraut	46	42	
Carrots	62	64	
Cauliflower	23	20	
Celery	56	52	
Corn	84	85	
Cucumbers	51	47	
Eggplant	9	8	
Black-eyed peas	21	21	
Green peas	54	53	
Green peppers	32	26	
Spinach	34	32	
Lettuce or escarole	66	62	
Lima beans	32	32	
Okra	15	14	
White onions	40	33	
White potatoes	74	74	
Green beans (snap, string, pole)	63	62	
Radishes	31	26	
Squash	26	26	
Sweet potatoes	41	40	
Tomatoes	68	63	
Turnips	15	14	
		<u>Number</u>	
Cases	1,381	551	4

Question 3b: "Which, if any, of the vegetables particularly dislike?"

Vegetable	U.S. total
	-----
Asparagus	21
Beets	15
Broccoli	23
Brussels sprouts	32
Cabbage or sauerkraut	8
Carrots	7
Cauliflower	23
Celery	7
Corn	2
Cucumbers	10
Eggplant	40
Black-eyed peas	34
Green peas	5
Green peppers	12
Spinach	23
Lettuce or escarole	3
Lima beans	19
Okra	40
White onions	7
White potatoes	2
Green beans (snap,	
string, pole)	3
Radishes	21
Squash	22
Sweet potatoes	12
Tomatoes	2
Turnips	35
	-----
Cases	2,600

Vegetable	All adult males (excluding)			
	U.S. total	Age		
		20-24	25-44	
				----- Percent
Asparagus	31	41	37	
Beets	24	35	30	
Broccoli	31	35	32	
Brussels sprouts	41	49	44	
Cabbage or sauerkraut	14	21	13	
Carrots	10	12	10	
Cauliflower	33	43	35	
Celery	11	11	11	
Corn	3	3	2	
Cucumbers	16	16	13	
Eggplant	43	49	46	
Black-eyed peas	34	41	34	
Green peas	7	10	9	
Green peppers	16	22	13	
Spinach	27	34	27	
Lettuce or escarole	4	3	3	
Lima beans	22	33	27	
Okra	42	46	43	
White onions	8	12	7	
White potatoes	2	1	1	
Green beans (snap, string, pole)	4	6	4	
Radishes	21	25	17	
Squash	28	39	31	
Sweet potatoes	15	20	19	
Tomatoes	4	6	4	
Turnips	37	45	42	
				----- Number
Cases	2,174	249	878	

Question 3b: "Which, if any, of the vegetables I particularly dislike?"

Vegetable	All adult fe	
	U.S. total	
		20-24
Asparagus	23	33
Beets	16	33
Broccoli	23	27
Brussels sprouts	36	43
Cabbage or sauerkraut	13	18
Carrots	7	7
Cauliflower	26	31
Celery	9	8
Corn	5	3
Cucumbers	15	14
Eggplant	40	42
Black-eyed peas	36	38
Green peas	6	6
Green peppers	16	14
Spinach	25	36
Lettuce or escarole	4	3
Lima beans	19	27
Okra	40	38
White onions	9	14
White potatoes	4	5
Green beans (snap, string, pole)	4	7
Radishes	24	19
Squash	23	31
Sweet potatoes	10	16
Tomatoes	4	8
Turnips	37	50
Cases	426	120

Vegetable	All boys		
	U.S. total	Ag	
		2-9	10-1
	----- Percent -----		
Asparagus	49	50	53
Beets	41	41	41
Broccoli	43	43	46
Brussels sprouts	52	53	53
Cabbage or sauerkraut	26	30	26
Carrots	11	9	11
Cauliflower	43	42	47
Celery	11	15	8
Corn	2	3	1
Cucumbers	17	18	16
Eggplant	52	48	55
Black-eyed peas	36	36	38
Green peas	15	16	15
Green peppers	28	33	28
Spinach	38	38	39
Lettuce or escarole	6	9	5
Lima beans	33	30	36
Okra	44	45	44
White onions	19	25	17
White potatoes	3	3	3
Green beans (snap, string, pole)	8	10	8
Radishes	28	35	24
Squash	41	44	41
Sweet potatoes	23	25	25
Tomatoes	13	16	11
Turnips	50	49	50
	----- Number -----		
Cases	1,443	551	485

Question 3b: "Which, if any, of the vegetables particularly dislike."

Vegetable	U.S.
	total
Asparagus	45
Beets	39
Broccoli	40
Brussels sprouts	49
Cabbage or sauerkraut	24
Carrots	10
Cauliflower	41
Celery	10
Corn	2
Cucumbers	15
Eggplant	50
Black-eyed peas	36
Green peas	16
Green peppers	27
Spinach	37
Lettuce or escarole	5
Lima beans	34
Okra	42
White onions	19
White potatoes	3
Green beans (snap, string, pole)	8
Radishes	29
Squash	40
Sweet potatoes	26
Tomatoes	11
Turnips	49
Cases	1,381

Respondent characteristics	Percent										Number		
	Asparagus	Beets	Broccoli	Brussels sprouts	Cabbage or sauerkraut	Carrots	Cauliflower	Celery	Corn	Cucumbers	Eggplant	Black-eyed peas	Green peas
U.S. total	10	17	2	1	35	64	12	76	3	73	1	*	13
Community size:													
Metro areas--1 million and over	13	24	2	1	48	59	12	76	3	76	1	*	12
Other metro	9	15	2	1	59	68	14	77	3	72	*	1	13
Nonmetro	3	10	1	*	61	64	9	73	3	67	1	*	14
Homemaker's education:													
Grammar school or less	3	10	1	*	42	48	4	63	2	56	1	*	7
Some high school	5	17	2	*	51	56	7	73	3	70	1	*	10
High school graduate	9	16	2	1	58	66	10	78	3	76	*	1	13
Some college or more	19	24	4	*	63	76	24	85	3	80	1	*	17
Region:													
Northeast	7	20	3	*	45	56	10	79	2	78	1	0	9
North Central	6	15	2	1	64	69	14	78	4	71	*	1	16
South	9	13	1	*	54	61	8	69	2	68	1	1	8
West	22	29	2	*	57	71	20	82	4	77	0	*	21
Homemaker's age:													
Under 25	6	8	2	0	42	60	7	65	3	75	0	0	8
25-34	7	17	2	1	56	67	14	78	3	79	*	0	11
35-44	10	18	2	1	63	69	15	80	5	78	1	1	16
45-64	12	20	3	1	59	65	14	80	2	73	1	*	15
65 and over	9	16	1	0	45	53	9	69	3	57	*	*	10
Family income:													
Under \$6,000	7	14	1	*	46	53	5	64	3	60	*	*	10
\$6,000-\$9,999	8	13	1	*	56	64	9	78	3	71	1	1	13
\$10,000-\$14,999	8	18	2	1	58	67	13	80	2	79	1	1	15
\$15,000 and over	19	26	4	1	65	76	27	87	3	85	*	*	13
Family size:													
1-2 members	11	18	2	1	51	60	11	72	3	66	1	*	12
3 members	10	15	4	1	52	64	11	75	2	78	*	0	10
4 members	10	19	2	*	60	68	15	84	3	80	*	1	14
5 or more members	7	16	1	*	65	69	13	79	3	77	1	*	14



quest... which, if any, of the vegetables listed . . . have you used for salads in the past 12 months?"--Continued

Respondent characteristics	Vegetables used for salads													Cases
	Green peppers	Spinach	Lettuce or escarole	Lima beans	Okra	White onions	White potatoes	Green beans (snap, string, pole)	Radishes	Squash	Sweet potatoes	Tomatoes	Turnips	
	Percent													Number
S. total	56	8	93	2	1	64	43	20	58	2	1	92	1	2,600
Community size:														
Metro areas--1 million and over	55	10	93	3	1	59	36	22	56	2	1	96	2	981
Other metro	59	8	94	2	*	67	44	20	59	1	1	91	1	1,072
Nonmetro	54	3	89	2	1	67	54	15	59	2	1	86	1	547
memaker's education:														
Grammar school or less	42	2	85	2	1	56	41	11	39	1	1	82	1	448
Some high school	54	6	92	2	*	65	44	15	52	*	1	90	2	441
High school graduate	57	5	93	2	1	65	43	20	62	1	1	95	2	972
Some college or more	67	16	97	3	1	67	45	28	70	3	1	95	1	695
gion:														
Northeast	56	7	95	1	0	58	37	19	58	1	1	95	*	617
North Central	60	9	93	3	1	70	44	22	63	1	1	91	1	741
South	53	5	89	1	1	63	46	12	50	2	1	88	2	838
West	57	13	94	5	*	64	44	32	64	3	*	96	3	404
memaker's age:														
Under 25	49	2	95	*	1	67	37	12	62	1	1	93	*	252
25-34	58	9	95	2	*	69	42	19	65	3	1	95	1	491
35-44	63	8	96	2	1	69	47	21	64	2	2	96	2	513

Question 4b: "What other vegetables, if any, listed . . . do you think, could be used in salads?"

Respondent characteristics	Vegetables that could be used for salads													Cases
	Asparagus	Beets	Broccoli	Brussels sprouts	Cabbage or sauerkraut	Carrots	Cauliflower	Celery	Corn	Cucumbers	Eggplant	Black-eyed peas	Green peas	
	Percent													Number
U.S. total	21	27	7	4	19	18	23	14	8	15	4	5	21	2,600
Community size:														
Metro areas--1 million and over	24	29	9	4	21	19	27	14	7	13	4	4	22	981
Other metro	21	26	6	4	19	16	21	12	9	15	4	2	20	1,072
Nonmetro	18	25	4	3	13	18	18	17	8	18	3	2	24	547
Homemaker's education:														
Grammar school or less	12	20	4	2	23	26	13	19	5	22	3	1	16	448
Some high school	15	22	5	4	16	21	17	16	7	16	4	2	20	441
High school graduate	22	26	5	4	16	16	24	12	7	12	5	2	22	972
Some college or more	30	34	11	6	20	12	30	11	11	12	5	5	25	695
Region:														
Northeast	20	29	5	2	22	19	25	12	6	14	6	2	14	617
North Central	16	26	8	5	15	14	23	12	12	15	4	3	26	741
South	23	25	4	4	19	21	18	18	5	18	2	1	20	858
West	30	27	12	5	21	16	29	10	8	10	4	5	27	404
Homemaker's age:														
Under 25	15	24	3	4	24	22	18	23	8	13	5	4	18	252
25-34	23	27	7	5	19	17	22	13	8	11	5	5	22	491
35-44	22	27	7	4	15	15	25	12	9	12	5	2	21	513
45-64	24	28	7	4	18	17	26	11	9	15	3	2	24	899
65 and over	16	22	5	4	21	19	16	16	4	23	2	2	17	425
Family income:														
Under \$6,000	15	24	5	3	21	21	17	20	6	21	3	2	19	763
\$6,000-\$9,999	20	25	5	4	18	20	22	14	6	16	3	3	22	596
\$10,000-\$14,999	23	27	7	5	17	15	24	12	9	10	5	3	22	702
\$15,000 and over	29	32	12	6	19	14	32	7	11	10	5	3	25	491
Family size:														
1-2 members	22	26	6	4	21	18	22	16	7	19	3	2	22	1,168

Question 4b: "What other vegetables, if any, listed . . . do you think, could be used in salads?"--Continued

Respondent characteristics	Vegetables that could be used for salads										Cases			
	Green peppers	Spinach	Lettuce or escarole	Lima beans	Okra	White onions	White potatoes	Green beans (snap, string, pole)	Radishes	Squash	Sweet potatoes	Tomatoes	Turnips	Number
U.S. total	21	17	5	13	3	14	14	32	22	2	1	4	7	2,600
Community size:														
Metro areas--1 million and over	21	21	2	11	3	14	15	29	24	2	1	3	8	981
Other metro	20	16	2	15	3	13	14	34	21	5	2	4	7	1,072
Nonmetro	23	13	5	15	2	15	13	34	19	1	1	8	4	547
Homemaker's education:														
Grammar school or less	23	10	7	8	1	13	14	27	26	1	1	8	3	448
Some high school	23	12	3	12	4	16	14	32	25	2	1	7	6	441
High school graduate	22	17	3	13	2	13	13	32	21	1	1	3	6	972
Some college or more	17	25	1	16	5	14	16	36	18	4	2	5	11	695
Region:														
Northeast	24	17	2	11	3	15	10	29	24	2	*	3	3	617
North Central	18	19	2	16	5	13	14	31	19	2	1	5	7	741
South	22	15	4	9	2	14	16	36	23	1	1	6	6	838
West	21	20	1	18	4	14	17	32	19	3	3	2	13	404
Homemaker's age:														
Under 25	26	12	2	11	4	14	17	30	19	2	1	4	10	252

Descriptive phrases	U.S. total	Community size			Homemade	
		Metro areas-- 1 million and over	Other metro	Nonmetro	Grammar school or less	Some high school
		----- Percent -----				
Tastes good	90	88	90	92	87	87
Does not taste good	1	1	1	*	1	1
Low cost per serving	18	18	18	18	15	19
High cost per serving	21	24	21	19	24	19
Sure of good quality	49	48	48	52	51	51
Not sure of good quality	6	8	6	4	3	4
Usually available in stores (when in season)	56	59	57	48	46	48
Usually not available in stores (when in season)	4	5	3	3	2	1
Easy to prepare	42	41	43	41	41	42
Not easy to prepare	14	18	12	12	15	12
High in vitamins and minerals	72	75	71	70	58	66
Not high in vitamins and minerals	1	1	1	1	*	2
Easy to store	20	20	22	17	19	21
Not easy to store	20	23	17	18	19	16
Keeps well before cooking	19	17	23	16	20	20
Does not keep well before cooking	17	21	14	16	16	14
Good value for the money	39	39	39	40	33	41
Not a good value for the money	7	9	6	4	5	6
Not too much waste	25	23	28	23	21	27
Too much waste	17	19	15	15	19	14
Look appetizing at meal time	65	66	65	61	56	62
Do not look appetizing at meal time	1	2	*	1	2	2
Texture good	46	49	44	42	35	41
Texture not good	1	2	1	1	1	1
Appealing color	57	59	56	55	44	52
Color not appealing	1	1	1	1	1	1
Can use in many different ways	60	60	60	59	48	57
Cannot use in many different ways	3	4	2	2	1	3
		----- Number -----				
Cases	2,600	981	1,072	547	448	441

\* Less than 1 percent.

Question 5: "Think for a moment about fresh, frozen, and canned stores . . . . Which of these words and phrases describe your general . . . ?"--Continued

Descriptive phrases	U.S. total	Region		
		North- east	North Central	South
Tastes good	90	91	88	89
Does not taste good	1	1	*	1
Low cost per serving	18	17	17	18
High cost per serving	21	23	18	23
Sure of good quality	49	50	43	54
Not sure of good quality	6	5	7	5
Usually available in stores (when in season)	56	55	57	51
Usually not available in stores (when in season)	4	4	4	3
Easy to prepare	42	43	46	33
Not easy to prepare	14	17	10	18
High in vitamins and minerals	72	73	71	71
Not high in vitamins and minerals	1	*	2	1
Easy to store	20	19	21	18
Not easy to store	20	22	15	22
Keeps well before cooking	19	18	21	17
Does not keep well before cooking	17	18	12	22
Good value for the money	39	35	38	39
Not a good value for the money	7	7	6	7
Not too much waste	25	27	26	22
Too much waste	17	16	11	20
Look appetizing at meal time	65	67	64	62
Do not look appetizing at meal time	1	*	*	2
Texture good	46	48	40	46
Texture not good	1	1	1	2
Appealing color	57	60	57	53
Color not appealing	1	*	1	1
Can use in many different ways	60	57	60	58
Cannot use in many different ways	3	2	2	3
Cases	2,600	617	741	838

\* Less than 1 percent.

Question 5: "Think for a moment about fresh, frozen, and canned vegetables which you buy at grocery stores . . . . Which of these words and phrases describe your opinion about (fresh, frozen, or canned) vegetables in general . . . ?"--Continued

Descriptive phrases	U.S. total	Family income				Family size		
		Under \$6,000	\$6,000 to \$9,999	\$10,000 to \$14,999	\$15,000 and over	1-2 mem- bers	3 mem- bers	4 mem- bers
		----- Percent -----						
Tastes good	90	90	90	88	92	89	90	91
Does not taste good	1	1	1	1	*	*	*	9
Low cost per serving	18	15	19	18	20	18	18	18
High cost per serving	21	22	22	21	19	21	18	22
Sure of good quality	49	50	52	48	44	49	48	50
Not sure of good quality	6	5	5	7	8	6	6	5
Usually available in stores (when in season)	56	49	57	57	62	54	58	59
Usually not available in stores (when in season)	4	4	5	4	1	3	4	4
Easy to prepare	42	41	43	43	41	43	42	44
Not easy to prepare	14	13	16	13	15	13	15	14
High in vitamins and minerals	72	64	72	77	79	67	76	77
Not high in vitamins and minerals	1	1	1	*	1	1	*	1
Easy to store	20	19	24	19	19	21	22	19
Not easy to store	20	19	18	20	20	18	20	22
Keeps well before cooking	19	18	21	20	17	20	21	19
Does not keep well before cooking	17	16	18	17	16	17	18	17
Good value for the money	39	38	39	39	41	37	39	39
Not a good value for the money	7	6	7	7	5	7	6	7
Not too much waste	25	24	26	27	24	24	27	25
Too much waste	17	17	17	16	14	17	17	17
Look appetizing at meal time	65	59	64	68	70	65	65	66
Do not look appetizing at meal time	1	1	1	1	*	1	1	1
Texture good	46	40	46	47	50	43	46	50
Texture not good	1	1	2	2	1	1	1	5
Appealing color	57	50	57	59	64	55	58	60
Color not appealing	1	1	1	1	*	1	1	6
Can use in many different ways	60	54	58	64	62	57	58	60
Cannot use in many different ways	3	3	3	2	2	2	3	3
		----- Number -----						
Uses	2,600	763	596	702	491	1,168	452	441

\* Less than 1 percent.

Question 5: "Think for a moment about fresh, frozen, and canned vegetable stores . . . . Which of these words and phrases describe your opinion a general . . . . ?"

Descriptive phrases	U.S. total	Community size			Grand school or 1
		Metro areas-- 1 million and over	Other metro	Nonmetro	
					Percent
Tastes good	51	53	50	48	4
Does not taste good	11	12	11	10	1
Low cost per serving	14	16	14	10	1
High cost per serving	31	33	29	32	2
Sure of good quality	30	32	31	26	2
Not sure of good quality	15	16	12	15	1
Usually available in stores	37	43	35	28	2
Usually not available in stores	3	4	3	3	
Easy to prepare	69	72	68	64	5
Not easy to prepare	2	2	2	2	
High in vitamins and minerals	27	28	27	26	
Not high in vitamins and minerals	6	8	5	4	
Easy to store	62	64	62	58	
Not easy to store	4	5	4	4	
Keeps well before cooking	55	58	57	46	
Does not keep well before cooking	3	2	2	4	
Good value for the money	27	30	27	22	
Not a good value for the money	12	16	9	11	
Not too much waste	52	50	54	51	
Too much waste	5	7	5	2	
Look appetizing at meal time	34	37	33	31	
Do not look appetizing at meal time	4	6	3	2	
Texture good	25	29	24	20	
Texture not good	8	10	7	6	
Appealing color	32	35	32	26	
Color not appealing	6	6	6	3	
Can use in many different ways	32	34	32	29	
Cannot use in many different ways	8	9	10	5	
					Number
Cases	2,600	981	1,072	547	4

Question 5: "Think for a moment about fresh, frozen, and canned vegetables w  
stores . . . . Which of these words and phrases describe your opinion about  
general . . . ?"--Continued

Descriptive phrases	U.S. total	Region					
		North- east	North Central	South	West	Under 25	2.
		----- Percent -----					
Tastes good	51	52	51	47	58	52	
Does not taste good	11	11	11	12	10	16	
Low cost per serving	14	13	12	13	20	17	
High cost per serving	31	30	26	34	33	31	
Sure of good quality	30	30	28	31	34	23	
Not sure of good quality	15	13	13	14	21	20	
Usually available in stores	37	36	35	34	47	43	
Usually not available in stores	3	1	3	5	3	6	
Easy to prepare	69	70	66	67	75	67	
Not easy to prepare	2	2	3	2	2	4	
High in vitamins and minerals	27	24	27	27	34	25	
Not high in vitamins and minerals	6	6	5	5	9	11	
Easy to store	62	65	61	57	71	61	
Not easy to store	4	4	5	3	4	10	
Keeps well before cooking	55	58	52	50	64	63	
Does not keep well before cooking	3	2	2	3	3	3	
Good value for the money	27	25	27	25	35	32	
Not a good value for the money	12	12	11	12	16	16	
Not too much waste	52	55	49	53	49	47	
Too much waste	5	3	6	4	11	11	
Look appetizing at meal time	34	36	33	31	40	37	
Do not look appetizing at meal time	4	4	4	3	5	5	
Texture good	25	24	21	24	32	29	
Texture not good	8	6	8	8	10	12	
Appealing color	32	32	30	30	41	29	
Color not appealing	6	4	6	5	8	11	
Can use in many different ways	32	34	32	30	36	35	
Cannot use in many different ways	8	7	8	8	10	16	
		----- Number -----					
Cases	2,600	617	741	838	404	252	



Question 5: "Think for a moment about fresh, frozen, and canned stores . . . . Which of these words and phrases describe your general . . . ?"--Continued

Descriptive phrases	U.S. total	Family income		
		Under \$6,000	\$6,000 to \$9,999	\$10,000 to \$14,999
Tastes good	51	46	51	51
Does not taste good	11	11	13	11
Low cost per serving	14	13	15	13
High cost per serving	31	31	32	30
Sure of good quality	30	28	32	30
Not sure of good quality	15	12	15	15
Usually available in stores	37	31	33	38
Usually not available in stores	3	2	5	3
Easy to prepare	69	64	65	70
Not easy to prepare	2	3	2	2
High in vitamins and minerals	27	25	25	30
Not high in vitamins and minerals	6	6	7	5
Easy to store	62	51	61	66
Not easy to store	4	4	5	4
Keeps well before cooking	55	43	53	58
Does not keep well before cooking	3	3	4	2
Good value for the money	27	26	28	28
Not a good value for the money	12	11	14	12
Not too much waste	52	47	51	54
Too much waste	5	4	6	6
Look appetizing at meal time	34	31	33	34
Do not look appetizing at meal time	4	3	5	4
Texture good	25	21	25	25
Texture not good	8	5	10	9
Appealing color	32	30	32	30
Color not appealing	6	5	7	6
Can use in many different ways	32	29	32	34
Cannot use in many different ways	8	6	12	8
Cases	2,600	763	596	702

Question 5: "Think for a moment about fresh, frozen, and canned vegetables which you  
 res . . . . Which of these words and phrases describe your opinion about (canned)  
 eral . . . . ?"

Descriptive phrases	U.S. total	Community size			Homemaker's	
		Metro areas-- 1 million and over	Other metro	Nonmetro	Grammar school or less	Some high school
		----- Percent -----				
is good	41	37	43	42	44	40
not taste good	18	24	16	11	12	18
cost per serving	37	37	39	34	34	36
cost per serving	8	9	7	9	9	9
of good quality	24	24	25	21	21	23
ure of good quality	21	22	19	22	15	20
ly available in stores	41	46	39	37	28	36
ly not available in stores	2	3	2	2	3	2
to prepare	74	75	75	73	68	73
easy to prepare	1	1	1	1	1	2
in vitamins and minerals	16	17	16	15	11	15
high in						
amins and minerals	15	19	12	11	10	14
to store	77	75	76	82	75	72
easy to store	2	2	1	1	*	2
well before cooking	65	63	66	65	56	61
ot keep						
before cooking	1	1	1	1	1	2
value for the money	41	41	40	41	36	39
good value for the money	6	8	4	5	4	5
oo much waste	51	48	53	55	49	50
uch waste	6	7	6	3	3	6
ppetizing at meal time	20	20	20	22	18	21
t look						
tizing at meal time	12	18	10	7	6	12
ro good	19	21	19	18	16	19
re not good	13	17	11	9	7	11
ling color	16	17	16	15	13	15
not appoaling	16	20	13	13	8	14
se in many different ways	44	42	46	43	41	44
t use in						
r different ways	6	8	5	3	5	6
		----- Number -----				
	2,600	981	1,072	547	448	441

less than 1 percent.

Question 5: "Think for a moment about fresh, frozen, and canned vegetable stores . . . . Which of these words and phrases describe your opinion in general . . . ?"--Continued

Descriptive phrases	U.S. total	Region			
		North- east	North Central	South	West
					Port
Tastes good	41	35	44	41	43
Does not taste good	18	23	12	16	27
Low cost per serving	37	37	35	37	40
High cost per serving	8	5	8	10	10
Sure of good quality	24	21	25	25	25
Not sure of good quality	21	21	18	19	28
Usually available in stores	41	36	40	39	54
Usually not available in stores	2	2	2	4	1
Easy to prepare	74	77	76	71	75
Not easy to prepare	1	1	1	1	1
High in vitamins and minerals	16	13	17	16	19
Not high in vitamins and minerals	15	13	13	15	19
Easy to store	77	74	77	78	79
Not easy to store	2	1	1	2	2
Keeps well before cooking	65	60	64	66	71
Does not keep well before cooking	1	*	1	1	1
Good value for the money	41	40	42	39	43
Not a good value for the money	6	5	5	6	8
Not too much waste	51	52	51	53	48
Too much waste	6	5	6	4	10
Look appetizing at meal time	20	18	21	21	23
Do not look appetizing at meal time	12	14	9	11	19
Texture good	19	16	20	20	22
Texture not good	13	12	11	12	19
Appealing color	16	13	14	18	20
Color not appealing	16	18	14	11	25
Can use in many different ways	44	40	47	41	50
Cannot use in many different ways	6	6	5	6	7
Cases	2,600	617	741	838	404

\* Less than 1 percent.

Question 5: "Think for a moment about fresh, frozen, and canned vegetables which you stores . . . . Which of these words and phrases describe your opinion about (canned general . . . ?"--Continued

Descriptive phrases	U.S. total	Family income				Family size		
		Under \$6,000	\$6,000 to \$9,999	\$10,000 to \$14,999	\$15,000 and over	1-2 mem- bers	3 mem- bers	4 mem- bers
		----- Percent -----						
Tastes good	41	43	41	41	35	41	42	38
Does not taste good	18	14	18	18	26	17	18	23
Low cost per serving	37	36	39	37	36	36	37	39
High cost per serving	8	10	8	7	7	8	9	8
Sure of good quality	24	26	24	23	24	26	19	24
Not sure of good quality	21	17	22	20	24	19	24	22
Usually available in stores	41	36	41	43	47	39	41	44
Usually not available in stores	2	3	3	2	2	2	3	3
Easy to prepare	74	70	73	78	77	71	74	79
Not easy to prepare	1	1	1	1	1	1	2	*
High in vitamins and minerals	16	17	15	16	16	15	14	18
Not high in vitamins and minerals	15	12	16	16	14	14	14	17
Easy to store	77	76	77	77	80	76	78	81
Not easy to store	2	1	2	2	1	2	2	1
Keeps well before cooking	65	60	65	66	70	62	66	68
Does not keep well before cooking	1	1	1	1	1	1	*	1
Good value for the money	41	39	41	41	43	39	39	45
Not a good value for the money	6	6	5	7	5	6	5	6
Not too much waste	51	51	52	51	52	52	52	50
Too much waste	6	5	6	5	6	5	5	6
Look appetizing at meal time	20	23	22	19	17	21	19	21
Do not look appetizing at meal time	12	8	12	13	19	11	11	15
Texture good	19	19	21	19	19	19	17	20
Texture not good	13	9	12	14	19	11	12	18
Appealing color	16	18	16	14	15	15	16	18
Color not appealing	16	11	14	16	23	14	14	19
Can use in many different ways	44	43	43	46	44	42	43	45
Cannot use in many different ways	6	4	5	7	7	5	5	6
		----- Number -----						
Cases	2,600	763	596	702	491	1,168	452	440

\* Less than 1 percent.

Question 6: ". . . . For each of these vegetables I na  
bought in the past 12 months please tell me the form y  
fresh, frozen, canned or dried."

Vegetable	U.S. total				Not in 12
	Fresh	Frozen	Canned	Dried	
	----- Percent -----				
Asparagus	23	14	34	*	
Beets	13	1	64	*	
Black-eyed peas	5	5	13	13	
Broccoli	22	45	2	*	
Brussels sprouts	14	37	1	*	
Carrots	86	3	6	*	
Cauliflower	42	21	1	*	
Corn	34	18	51	1	
Eggplant	31	1	*	*	
Green peas	10	30	57	1	
Spinach	18	24	33	*	
Lima beans	6	26	27	12	
White onions	83	1	2	6	
White potatoes	91	2	1	5	
Green beans	34	18	48	1	
Squash	56	8	2	*	
Sweet potatoes	52	1	27	2	
Tomatoes	80	*	24	*	
Turnips	42	2	2	*	

\* Less than 1 percent.

ion 7a: "Within the past 12 months, have you or have you not  
 esh, frozen, or canned vegetables that were unsatisfactory in a

Incidence of purchase	U.S.
	<u>Per</u>
bought unsatisfactory vegetables	
not bought unsatisfactory vegetables	
	<u>Num</u>
.....	2,6

tion 7b: "About how many times did this happen within the pas  
 asked only if reported buying unsatisfactory fresh, frozen, or  
 getables in the 12 months prior to interviewing.)

Frequency of purchase	U.S.
	<u>Per</u>
.....	
e.....	
e times.....	
times.....	
times.....	
times.....	
n-ten times.....	
en-fifteen times.....	
fifteen times.....	
nswer.....	
	<u>Num</u>
S.....	8

Questions 8a,b: "Which of the vegetables on this card, if any, d  
 recipes in the past 12 months?" "Which of the vegetables on th  
 would you be interested in having new recipes for?"

Vegetable	U.S.
	Used in the past 12 months
	----- Per
Asparagus	5
Beets	3
Broccoli	5
Brussels sprouts	1
Cabbage or sauerkraut	14
Carrots	11
Cauliflower	5
Celery	11
Corn	8
Cucumbers	6
Eggplant	7
Black-eyed peas	1
Green peas	7
Green peppers	14
Spinach	4
Lettuce or escarole	5
Lima beans	3
Okra	2
White onions	13
White potatoes	11
Green beans (snap, string, pole)	12
Radishes	2
Squash	7
Sweet potatoes	4
Tomatoes	14
Turnips	1
None	52
	----- Nun
Cases	2,600

Respondent characteristics	Items that should be shown										Number
	Brand name	Cooking directions	Calories per serving	U.S. grades	Style--whole, slice, diced, etc.	Net weight of contents	List of kinds and amounts of nutrients	Recipes or serving ideas	Ingredi-ents	Date after which product is not to be sold	
U.S. total	87	68	59	67	80	78	52	47	77	85	2,600
Community size:											
Metro areas--1 million and over	85	68	59	67	78	79	54	47	78	84	981
Other metro	88	70	62	70	82	80	55	50	78	87	1,072
Nonmetro	89	65	55	60	81	75	46	44	72	81	547
Homemaker's education:											
Grammar school or less	86	63	46	58	74	70	38	47	66	76	448
Some high school	86	65	55	62	73	71	47	47	72	80	441
High school graduate	87	68	60	68	81	80	54	45	77	88	972
Some college or more	89	74	71	74	88	86	64	50	86	90	695
Region:											
Northeast	88	66	57	65	79	80	54	42	76	84	617
North Central	82	68	61	63	77	79	52	45	74	86	741
South	91	70	57	69	81	75	48	52	76	81	838
West	88	68	64	71	87	80	60	51	83	91	404
Homemaker's age:											
Under 25	89	76	63	74	85	75	68	53	81	90	252
25-34	86	69	62	68	82	77	61	46	83	90	491
35-44	87	69	61	69	81	81	57	48	78	88	513
45-64	87	68	61	66	79	78	48	48	75	84	899
65 and over	90	62	48	60	77	77	38	44	68	74	425
Family income:											
Under \$6,000	88	64	49	63	76	72	44	46	69	77	763
\$6,000-\$9,999	87	70	57	66	81	80	52	47	78	85	396
\$10,000-\$14,999	87	67	63	68	81	80	58	46	79	88	702
\$15,000 and over	87	73	71	71	83	83	57	51	82	90	491
Family size:											
1-2 members	88	65	57	65	80	78	47	47	75	82	1,168
3 members	86	71	58	66	78	78	54	44	77	83	452
4 members	89	70	67	71	82	78	60	47	79	90	440
							56	52	78	87	512



Question 9b: "Which, if any, of the items on this list do you usually look for at the time of purchase?"

Respondent characteristics	Items usually look for										Percent	N
	Brand name	Cooking directions	Calories per serving	U.S. grades	Style-- whole, sliced, etc.	Net weight of contents	List of kinds and amounts of nutrients	Recipes or serving ideas	Ingredients	Date after which product is not to be sold		
U.S. total	76	27	16	28	68	53	15	16	45	35	2	2
Community size:												
Metro areas--1 million and over	75	25	15	27	66	51	16	16	48	31	1	1
Other metro	78	31	19	32	71	55	16	17	45	36		
Nonmetro	76	24	14	21	66	51	11	15	39	29		
Homemaker's education:												
Grammar school or less	77	30	13	23	61	47	8	18	36	23		
Some high school	77	28	18	28	61	46	14	17	42	30		
High school graduate	77	25	15	29	67	54	14	15	44	35		
Some college or more	75	27	20	30	77	60	20	16	54	38		
Region:												
Northeast	76	25	16	26	70	56	15	11	42	32		
North Central	71	24	16	28	65	59	14	13	49	29		
South	80	33	17	28	65	45	13	23	42	36		
West	80	22	17	31	76	53	18	16	50	32		
Homemaker's age:												
Under 25	72	33	19	35	75	55	22	22	43	52		
25-34	73	28	18	28	70	50	19	16	51	39		
35-44	75	26	16	29	68	58	15	16	48	34		
45-64	79	27	17	28	68	53	12	16	45	28		
65 and over	79	25	13	23	63	50	10	15	37	21		
Family income:												

Question 9c: "Which, if any, of these items are not usually shown on the labels of canned and frozen vegetables?"

Respondent characteristics	Items not usually shown										Number
	Brand name	Cooking directions	Calories per serving	U.S. grades	Style-- whole, slice, diced, etc.	Net weight of contents	List of kinds and amounts of nutrients	Recipes or serving ideas	Ingredients	Date after which product is not to be sold	
U.S. total	2	18	62	31	2	3	49	37	10	79	2,600
Community size:											
Metro areas--1 million and over	2	17	60	32	3	2	50	37	10	80	981
Other metro	1	19	64	30	2	2	51	38	8	79	1,072
Nonmetro	2	19	61	30	2	3	45	34	12	75	547
Homemaker's education:											
Grammar school or less	2	17	48	24	3	3	37	29	9	67	448
Some high school	1	20	61	28	3	4	42	37	12	75	441
High school graduate	2	18	62	28	2	2	50	40	8	81	972
Some college or more	1	18	72	40	2	2	62	37	12	86	695
Region:											
North-east	2	15	56	28	1	2	44	34	9	81	617
North Central	1	15	60	30	2	2	48	37	7	79	741
South	2	21	63	28	3	4	49	35	12	75	838
West	1	22	73	41	3	1	59	44	12	82	404
Homemaker's age:											
Under 25	1	19	68	37	2	2	50	46	9	79	252
25-34	1	16	66	33	2	1	54	41	9	81	491
35-44	2	18	65	28	2	3	55	38	9	83	513
45-64	1	19	60	35	2	3	49	35	11	79	899
65 and over	3	18	52	24	4	4	37	28	10	70	425
Family income:											
Under \$6,000	2	19	55	25	3	4	40	34	11	74	763
\$6,000-\$9,999	2	15	64	32	2	2	51	35	10	81	596
\$10,000-\$14,999	1	19	60	31	2	2	52	37	10	79	702
	1	18	71	36	2	3	57	42	9	83	491

Question 10a: "Here is a brief description of a new product  
product was available would you try it or not?"

Respondent characteristics	Quick-cook frozen pinto	
	Would try	Would not
	----- Percent	
U.S. total	49	
Community size:		
Metro areas--1 million and over	45	
Other metro	50	
Nonmetro	52	
Homemaker's education:		
Grammar school or less	47	
Some high school	57	
High school graduate	45	
Some college or more	49	
Region:		
Northeast	39	
North Central	50	
South	55	
West	49	
Homemaker's age:		
Under 25	47	
25-34	46	
35-44	46	
45-64	54	
65 and over	43	
Family income:		
Under \$6,000	50	
\$6,000-\$9,999	49	
\$10,000-\$14,999	46	
\$15,000 and over	51	
Family size:		
1-2 members	48	
3 members	50	
4 members	46	
5 or more members	51	
Family composition:		
Adults only	48	
Have children under 20	49	

Reasons	U.
Family member(s) doesn't like or use pinto beans	P 2
Don't like or use beans, bean products in general	1
Don't like or use frozen foods; prefer other form	1
Taste	1
Would not like taste (unspecified)	
Would not taste fresh; artificial taste	
Other taste mentions	
Never ate pinto beans; not familiar with them	1
May cause digestive problems	1
Do not prepare dishes suggested	
Don't like to try new products	
Disagree with cooking time	
Doesn't sound appealing, appetizing	
Would be too expensive	
Would be fattening; high in calories, starchy	
Would not be nutritious	
Not enough information; description too vague	
Other mentions	
Cases	N
Average responses per case	

Convenience

- Quick to prepare
- Easy to prepare
- Easy to store; space saver
- Would have on hand if needed
- Convenient (unspecified)

Can be used for specific dish or dishes

Would be nutritious

Would not be too expensive

Could be used in many ways; versatile product

Family members like or use pinto beans in particular

Like to try new products

Like or use beans or bean products in general

Taste

- Would like the taste (unspecified)
- Would taste like fresh

Would add variety to diet

Sounds appealing, appetizing

Like frozen foods

Other mentions

Cases

Average responses per case

you think you would use it regularly or just once in a while?" "Assuming the product is safe, would you try quick-cooking frozen pinto beans.)

Respondent characteristics	How sure				How oft	
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while
	----- Percent -----					
Total	31	52	16	1	36	63
Community size:						
Metro areas--1 million and over	36	46	17	1	36	63
Other metro	29	55	16	*	35	64
Nonmetro	28	55	15	1	37	62
Maker's education:						
Grammar school or less	31	46	22	1	38	61
Some high school	36	50	14	0	38	62
High school graduate	31	51	17	1	39	60
Some college or more	29	56	13	1	30	68
Region:						
Northeast	28	52	20	0	33	67
North Central	32	50	17	1	31	68
South	34	50	16	1	43	56
West	29	59	10	2	34	64
Maker's age:						
Under 25	28	59	13	0	41	59
25-34	29	48	24	0	42	57
35-44	34	50	14	2	38	60
45-64	36	50	14	1	35	64
65 and over	22	59	18	1	26	73
Family income:						
Under \$6,000	33	51	16	1	38	61
\$6,000-\$9,999	37	45	17	1	40	59
\$10,000-\$14,999	25	56	19	0	35	65
\$15,000 and over	30	54	13	2	30	66
Family size:						
2 members	36	51	12	1	34	65
3 members	26	54	19	1	35	64
4 members	25	48	26	0	33	67
5 or more members	33	50	16	1	43	55
Family composition:						
Adults only	35	51	13	1	33	66
No children under 20	29	52	19	1	38	61

Less than 1 percent.

Question 10a: "Here is a brief description of a new product. If the product was available would you try it or not?"

Respondent characteristics	Explosion-proof potato slicer	
	Would try	Would not try
	----- Percent	
U.S. total	49	
Community size:		
Metro areas--1 million and over	48	
Other metro	51	
Nonmetro	48	
Homemaker's education:		
Grammar school or less	51	
Some high school	52	
High school graduate	46	
Some college or more	51	
Region:		
Northeast	48	
North Central	51	
South	49	
West	50	
Homemaker's age:		
Under 25	47	
25-34	46	
35-44	47	
45-64	56	
65 and over	44	
Family income:		
Under \$6,000	46	
\$6,000-\$9,999	55	
\$10,000-\$14,999	48	
\$15,000 and over	49	
Family size:		
1-2 members	48	
3 members	50	
4 members	51	
5 or more members	50	
Family composition:		
Adults only	49	
Have children under 20	49	

Prefer using fresh vegetables; prefer fresh for cooking

Taste

Processing causes loss of flavor; changes taste

Would not taste fresh; artificial taste

Would not like taste (unspecified)

Other taste mentions

Don't like or use dehydrated foods; prefer other form

Would not be nutritious

Would be too expensive

Doesn't sound appealing, appetizing

No advantage over other forms;

no need for this kind of product

Don't understand or trust explosion-puffed process

Don't like to try new products

Texture

May contain undesirable preservatives, additives, chemicals

All or some family members would not eat it

Don't like or use or eat potatoes

Other mentions

Don't know or no answer

Cases

Average responses per case



---

Reasons

---

Convenience

- Quick to prepare
- Easy to prepare
- Easy to store; space saver
- Would keep well; would not spoil
- Easy to transport
- Convenient (unspecified)

Like to try new products

Taste

- Would like the taste (unspecified)
- Would taste like fresh
- Other taste mentions

Would like appearance (e.g., color, shape)

Could be used in specific dish or dishes

Would be nutritious

Could be used in many ways; versatile product

Sounds appealing, appetizing

Would have on hand if needed

Like or use or eat potatoes

Would not be too expensive

Would be no waste; could prepare amount needed

Other mentions

Cases

Average responses per case

---

Independent characteristics	How sure				How often		
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	N ans
	----- Percent -----						
1	35	47	18	*	41	58	
size:							
reas--1 million and over	40	41	17	1	44	54	
etro	32	50	19	0	38	61	
o	30	51	19	0	40	60	
's education:							
r school or less	28	51	21	0	35	65	
gh school	34	44	20	2	39	60	
chool graduate	37	47	16	*	46	53	
ollege or more	35	48	17	0	39	60	
ast	37	47	14	1	37	61	
Central	37	46	17	0	42	57	
	33	49	18	*	42	58	
	30	45	26	0	40	60	
r's age:							
25	22	66	13	0	47	53	
	38	43	19	0	45	54	
	33	46	22	0	42	58	
	37	47	16	1	41	57	
over	36	41	22	1	28	72	
ncome:							
\$6,000	35	49	17	0	42	58	
-\$9,999	38	44	19	0	34	65	
0-\$14,999	31	52	16	1	49	50	
0 and over	34	43	22	1	34	63	
size:							
umbers	37	44	19	0	38	62	
ers	36	46	18	0	47	53	
ers	37	43	18	2	44	53	
ore mombers	26	55	18	1	36	63	
composition:							
s only	37	42	20	*	38	62	
children under 20	32	51	16	1	43	56	

s than 1 percent.

Question 11a: "Here is a brief description of a new product  
product was available would you try it or not?"

Respondent characteristics	Instant beauty dip powder	
	Would try	Would not try
	----- Percent	
U.S. total	28	
Community size:		
Metro areas--1 million and over	28	
Other metro	29	
Nonmetro	26	
Homemaker's education:		
Grammar school or less	28	
Some high school	28	
High school graduate	27	
Some college or more	28	
Region:		
Northeast	19	
North Central	32	
South	27	
West	37	
Homemaker's age:		
Under 25	29	
25-34	29	
35-44	33	
45-64	27	
65 and over	21	
Family income:		
Under \$6,000	29	
\$6,000-\$9,999	25	
\$10,000-\$14,999	28	
\$15,000 and over	29	
Family size:		
1-2 members	25	
3 members	29	
4 members	31	
5 or more members	30	
Family composition:		
Adults only	24	
Have children under 20	31	

Reasons	U.S.
not use bean dip or refried beans, bean soup	P 3
't like or use powdered foods; prefer other form	2
te ould not like taste (unspecified) ould not taste fresh; artificial taste other taste mentions	1
't like or use beans or bean products in general	1
esn't sound appealing, appetizing	
y cause digestive problems	
ould prefer to make own bean dip or refried beans bean soup	
or some family members would not eat it	
't like to try new products	
ecture ould be mushy, soft ould be dry, sticky, powdery	
ould be fattening; high in calories, starchy	
ould not be nutritious	
ould be too expensive	
y contain undesirable preservatives, additives	
doubts about refried beans; don't know what they are	
her mentions	N
ges	
verage responses per case	

Question 11c: "What is it about this product idea that appeals  
of respondents who said they would try instant bean dip powder"

---

### Reasons

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#### Convenience

- Quick to prepare
- Easy to prepare
- Would have on hand if needed
- Easy to store; space saver
- Convenient (unspecified)
- Would keep well; would not spoil

Could be used for specific dish or dishes

Like to try new products

Could be used in many ways; versatile product

#### Taste

- Would like the taste (unspecified)
- Other taste mentions

Like or use beans or bean products in general

All or some family members would eat this product

Would not be too expensive

Would be no waste; could prepare amount needed

Other mentions

#### Cases

Average responses per case

---

Questions 11d,e: "How sure are you that you would try it?" "Assuming the product is you think you would use it regularly or just once in a while?" (Asked only of respondents who would try instant bean dip powder.)

Respondent characteristics	How sure				How	
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while
	Percent					
U.S. total	33	48	19	1	28	
Community size:						
Metro areas--1 million and over	42	40	17	1	29	
Other metro	27	54	19	0	26	
Nonmetro	29	48	22	1	32	
Homemaker's education:						
Grammar school or less	31	45	23	2	38	
Some high school	43	47	8	2	27	
High school graduate	29	53	18	0	28	
Some college or more	33	44	23	0	22	
Region:						
Northeast	36	42	22	0	29	
North Central	34	45	21	0	29	
South	31	54	13	2	29	
West	32	47	20	0	27	
Homemaker's age:						
Under 25	27	48	24	0	27	
25-34	25	55	18	1	24	
35-44	38	41	21	0	28	
45-64	38	43	19	0	35	
65 and over	25	61	11	2	20	
Family income:						
Under \$6,000	31	46	21	2	29	
\$6,000-\$9,999	35	53	13	0	36	
\$10,000-\$14,999	35	48	18	0	23	
\$15,000 and over	31	46	23	0	25	
Family size:						
1-2 members	34	49	17	1	32	
3 members	27	47	24	2	20	
4 members	37	43	19	0	30	
5 or more members	33	50	17	0	28	
Family composition:						
Adults only	30	51	19	1	27	
Have children under 20	35	46	19	*	29	

\* Less than 1 percent.

you prefer the bean powder to be seasoned or unseasoned.  
respondents who said they would try bean powder.)

Response	U.S. total
	Preference
	Fortified with protein
	----- <u>Percent</u>
Yes	85
No	13
No answer	2
	<u>Number</u>
Cases	367

on 11a: "Here is a brief doscription of a new product . . . .  
 uct was available would you try it or not?"

Respondent characteristics	Explosion-puffed carrots	
	Would try	Would not try
	----- <u>Percent</u> -----	
Total	35	64
ity size:		
o areas--1 million and over	37	63
r metro	37	63
etro	30	69
aker's education:		
mar school or less	37	62
e high school	38	62
a school graduate	34	66
e college or more	35	65
n:		
theast	35	64
ch Central	38	62
ch	32	68
t	38	62
aker's age:		
er 25	35	64
34	30	69
44	34	66
54	39	61
and over	35	64
y income:		
er \$6,000	35	65
000-\$9,999	36	64
,000-\$14,999	35	65
,000 and over	36	63
size:		
members	36	64
embers	36	64
embers	36	64
r more members	33	66
y composition:		
lts only	36	64
e children under 20	35	65



Question 11b: "Why doesn't this product appeal to you?" (A  
who said they would not be willing to try explosion-puffed

---

Reasons

---

Prefer using fresh vegetables in  
preparation of meals (unspecified)

Taste

Would not taste fresh; artificial taste

Would not like taste (unspecified)

Tasteless, flat, bland

Other taste mentions

Don't like or use dehydrated foods; prefer other form

Would not be nutritious

No advantage over other forms;  
no need for this kind of product

Don't understand or trust explosion-puffed process

Doesn't sound appealing, appetizing

Don't like or use carrots

Would be too expensive

Dislike texture; would not have texture of fresh carrots

Don't like to try new products

All or some family members would not eat it

May contain undesirable preservatives, additives

Other mentions

Don't know or no answer

Cases

Average responses per case

---

Reasons	U.S.
	<u>Perc</u>
Convenience	76
Quick to prepare	
Easy to prepare	
Easy to store; space saver	
Would keep well; would not spoil	
Would have on hand if needed	
Convenient (unspecified)	
Easy to transport	
Like to try new products	23
Taste	22
Would taste like fresh	
Would like the taste (unspecified)	
Other taste mentions	
Would like appearance	16
Texture	8
Would be nutritious	8
Would be used in many ways; versatile product	5
Would not be too expensive	4
Would be no waste; could prepare amount needed	3
Sounds appealing, appetizing	3
Like or use carrots	2
And or some family members would eat this product	1
Other mentions	6
	<u>Numb</u>
Cases	4
Average responses per case	2.

Questions 11d,e: "How sure are you that you would try it?" "Assuming that you think you would use it regularly or just once in a while?" (Asked they would try explosion-puffed carrots.)

Respondent characteristics	How sure			
	Absolutely sure	Quite sure	A little doubtful	No answer
	----- Percent			
U.S. total	31	49	19	1
Community size:				
Metro areas--1 million and over	30	48	20	2
Other metro	32	50	18	1
Nonmetro	33	48	19	0
Homemaker's education:				
Grammar school or less	33	49	19	0
Some high school	32	48	18	1
High school graduate	36	43	20	1
Some college or more	24	57	18	2
Region:				
Northeast	37	45	15	3
North Central	31	49	20	0
South	34	48	16	1
West	18	55	26	0
Homemaker's age:				
Under 25	19	52	27	2
25-34	28	46	25	1
35-44	23	59	18	0
45-64	41	42	15	2
65 and over	31	52	17	0
Family income:				
Under \$6,000	33	48	19	0
\$6,000-\$9,999	32	48	19	1
\$10,000-\$14,999	29	50	19	2
\$15,000 and over	31	48	19	2
Family size:				
1-2 members	33	47	20	*
3 members	37	47	14	2
4 members	31	46	22	1
5 or more members	23	57	19	1
Family composition:				
Adults only	35	46	19	*
Have children under 20	28	52	19	2

\* Less than 1 percent.

Respondent characteristics	Frozen bean salad	
	Would try	Would not try
	----- <u>Percent</u> -----	
Total	43	57
City size:		
Large areas--1 million and over	41	59
Medium metro	45	55
Small metro	42	58
Mother's education:		
High school or less	41	59
Some high school	41	59
High school graduate	40	60
College or more	50	50
Race:		
White	38	62
Black	46	54
Other	42	58
Mother's age:	47	53
Under 25	39	61
25-34	43	57
35-44	47	53
45-54	46	54
55 and over	35	65
Income:		
Under \$6,000	41	59
\$6,000-\$9,999	46	54
\$10,000-\$14,999	41	59
\$15,000 and over	48	52
Family size:		
1-2 members	41	59
3-4 members	43	57
5-6 members	43	57
7 or more members	47	53
Household composition:		
Adults only	42	58
Children under 20	44	56

---

## Reasons

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Don't like this number of different beans  
being mixed together

Don't like or use particular beans mentioned

Don't like bean salads

### Taste

Would not like taste (unspecified)

Would not taste fresh

Tasteless, bland

Other taste mentions

Prefer to make own salads rather than  
purchase pre-mixed product

Don't like or use frozen food; prefer other form

Don't like or use beans or bean products in general

May cause digestive problems

Would be too expensive

All or some family members would not eat it

Doesn't sound appealing, appetizing

Dislike texture

Don't like to try new products

Would be fattening, high in calories, starch

Might be watery when thawed

Would not be nutritious

Other mentions

Don't know or no answer

### Cases

Average responses per case

---

Question 12c: "What is it about this product idea that appeals to you?"  
(of respondents who said they would try frozen bean salad.)

Reasons	U.S.
Convenience	56
Quick to prepare	
Easy to prepare	
Would have on hand if needed	
Easy to store; space saver	
Convenient (unspecified)	
Like or use variety of beans included	29
Like bean salad	24
Like to try new products	14
Taste	11
Would like the taste (unspecified)	
Other taste mentions	
Would be nutritious	9
Like or use beans or bean products in general	6
Sounds appealing, appetizing	6
Economical; would not have to buy several types of beans	4
Would not be too expensive	4
All or some family members would eat this product	3
Would be no waste; could prepare amount needed	3
Would be used in many ways; versatile product	3
Other mentions	3
Cases	NR
Average responses per case	

Questions 12d,e: "How sure are you that you would try it?" "Assuming you think you would use it regularly or just once in a while?" (As they would try frozen bean salad.)

Respondent characteristics	How sure			
	Absolutely sure	Quite sure	A little doubtful	No answer
	----- Percent -----			
U.S. total	34	50	14	2
Community size:				
Metro areas--1 million and over	38	43	16	3
Other metro	32	53	12	2
Nonmetro	32	53	13	3
Homemaker's education:				
Grammar school or less	26	57	13	4
Some high school	46	41	10	2
High school graduate	39	47	13	1
Some college or more	27	53	17	3
Region:				
Northeast	35	52	13	1
North Central	35	43	20	2
South	34	54	8	3
West	31	51	13	5
Homemaker's age:				
Under 25	22	47	27	4
25-34	27	54	16	3
35-44	43	44	11	2
45-64	37	50	10	3
65 and over	31	53	15	1
Family income:				
Under \$6,000	33	52	11	4
\$6,000-\$9,999	34	51	13	3
\$10,000-\$14,999	34	47	17	1
\$15,000 and over	37	49	13	1
Family size:				
1-2 members	36	47	14	2
3 members	35	53	11	1
4 members	28	53	15	3
5 or more members	34	52	12	3
Family composition:				
Adults only	37	47	14	3
Have children under 20	32	52	13	2

Question 12f: "Would you prefer that salad dressing be included in  
 salad or not?" (Asked only of respondents who said they would t  
 bean salad.)

Preference	U.S.
<p>Would prefer</p> <p>Would not prefer</p> <p>No answer</p> <p>Cases</p>	<p><u>Per</u></p> <p><u>Num</u></p> <p>5</p>



Respondent characteristics	Tomato v	
	Would try	W
	-----	Perce
U.S. total	57	
Community size:		
Metro areas--1 million and over	54	
Other metro	59	
Nonmetro	57	
Homemaker's education:		
Grammar school or less	58	
Some high school	63	
High school graduate	53	
Some college or more	59	
Region:		
Northeast	50	
North Central	61	
South	59	
West	54	
Homemaker's age:		
Under 25	56	
25-34	55	
35-44	57	
45-64	62	
65 and over	47	
Family income:		
Under \$6,000	53	
\$6,000-\$9,999	59	
\$10,000-\$14,999	60	
\$15,000 and over	56	
Family size:		
1-2 members	56	
3 members	55	
4 members	58	
5 or more members	60	
Family composition:		
Adults only	56	
Have children under 20	58	

Question 12b: "Why doesn't this product appeal to you?" (Asked only of those who said they would not be willing to try tomato wedges.)

Reasons	U.S.
	<u>Percent</u>
Prefer using fresh tomatoes for salads; would not use canned	34
Taste	33
Would not taste as good as fresh tomatoes; artificial	
Would not like taste (unspecified)	
Other taste mentions	
Dislike texture; would not have texture	
of fresh tomatoes, soft	18
Would be too expensive	14
Can own tomatoes	7
No advantage over other forms; no need for	
this type of product	5
Would not be nutritious	3
Found can inconvenient; waste; leftovers	3
Don't like or use canned tomatoes	2
Doesn't sound appealing, appetizing	2
Don't like to try new products	2
Diet or health reasons	1
Other mentions	10
Don't know or no answer	1
	<u>Number</u>
Cases	
Average responses per case	1

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## Reasons

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### Convenience

- Easy to prepare
- Would have on hand if needed
- Easy to store; space saver
- Quick to prepare
- Would keep well; would not spoil
- Convenient (unspecified)

### Taste

- Would taste like fresh tomatoes
- Would taste better than out-of-season fresh tomatoes
- Would like the taste (unspecified)
- Other taste mentions

- Available year-round in stores;  
could use when fresh not available

- Would not be too expensive; would be cheaper

- Could be used in salads

- Would be cheaper than fresh tomatoes that are out of season

- Like or use tomatoes

- Like to try new products

- Could be used in many ways; versatile product

- Would like appearance (e.g., color, shape)

### Texture

- Would be nutritious

- Would be no waste; could prepare amount needed

- Sounds appealing, appetizing

- Other mentions

### Cases

- Average responses per case
-

Questions 12d,e: "How sure are you that you would try it?" "Assuming the product is available, how often would you use it regularly or just once in a while?" (Asked only of respondents who would try tomato wedges.)

Respondent characteristics	How sure				How often	
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while
	----- Percent -----					
U.S. total	46	44	8	2	53	44
Community size:						
Metropolitan areas--1 million and over	49	39	10	2	51	44
Other metro	48	43	7	2	57	44
Nonmetro	37	52	8	3	47	44
Homeowner's education:						
Grade 8 or less	42	41	13	4	49	44
Grade 9-11	49	43	5	3	60	33
High school graduate	47	43	7	2	53	44
College or more	44	46	9	1	50	55
Region:						
Northeast	47	42	8	3	60	33
North Central	49	40	10	1	48	55
South	43	48	6	3	56	44
West	43	45	10	2	47	55
Homeowner's age:						
Under 25	34	48	14	4	56	44
25-34	45	47	7	1	53	44
35-44	45	43	10	2	56	44
45-64	50	41	7	2	51	44
65 and over	48	43	7	3	52	44
Family income:						
Under \$6,000	47	41	9	4	53	44
\$6,000-\$9,999	49	40	9	3	49	44
\$10,000-\$14,999	40	49	9	1	53	44
\$15,000 and over	47	45	6	1	55	44
Family size:						
1-2 members	48	41	9	2	52	44
3 members	46	44	9	2	49	44
4 members	45	48	5	2	60	33
5 or more members	41	46	10	4	52	44
Family composition:						
Adults only	50	40	8	2	52	44
Have children under 20	42	47	8	3	54	44

Question 13a: "Here is a brief description of a new product. If this product was available would you try it or not?"

Respondent characteristics	Explosion-puffed	
	Would try	Would not try
	Percent	
U.S. total	36	
Community size:		
Metro areas--1 million and over	33	
Other metro	39	
Nonmetro	35	
Homemaker's education:		
Grammar school or less	32	
Some high school	38	
High school graduate	36	
Some college or more	38	
Region:		
Northeast	37	
North Central	36	
South	37	
West	34	
Homemaker's age:		
Under 25	33	
25-34	38	
35-44	40	
45-64	37	
65 and over	29	
Family income:		
Under \$6,000	35	
\$6,000-\$9,999	38	
\$10,000-\$14,999	35	
\$15,000 and over	37	
Family size:		
1-2 members	35	
3 members	39	
4 members	37	
5 or more members	37	
Family composition:		
Adults only	35	
Have children under 20	37	

13b: "Why doesn't this product appeal to you?" (Asked only of respondents who said they would not be willing to try explosion-puffed celery.)

Reasons	U.S. total
	<u>Percent</u>
using fresh vegetables, including celery	30
not taste fresh; artificial taste	20
not like taste (unspecified)	16
taste mentions	2
like or use dehydrated foods; prefer other form	2
not be nutritious	17
sound appealing, appetizing	12
for this kind of product;	9
desirable forms available	8
like or eat celery; use only occasionally	6
understand or trust explosion-puffed process	4
too expensive	4
texture; would not have texture of fresh celery	4
some family members would not eat it	2
contain undesirable preservatives, additives	2
like to try new products	2
mentions	2
	8
	<u>Number</u>
	838
responses per case	1.28

Question 13c: "What is it about this product idea that appealed to  
of respondents who said they would try explosion-puffed cereals?"

---

### Reasons

---

#### Convenience

Quick to prepare

Easy to prepare

Easy to store; space saver

Would keep well; would not spoil

Would have on hand if needed

Easy to transport

Convenient (unspecified)

Would be a good snack

#### Taste

Would taste like fresh

Would like the taste (unspecified)

Like to try new products

Would be no waste; could prepare amount needed

Would be nutritious

Like or use celery

Would be low in calories; good for dieting

Could be used in many ways; versatile product

Like or use dehydrated foods

#### Texture

Sounds appealing, appetizing

Available year-round in stores; not seasonal

Other mentions

#### Cases

Average responses per case

---





Question 13a: "Here is a brief description of a new product. If the product was available would you try it or not?"

Respondent characteristics	Tomato powder	
	Would try	Would not try
	----- Percent	
U.S. total	51	
Community size:		
Metro areas--1 million and over	49	
Other metro	55	
Nonmetro	47	
Homemaker's education:		
Grammar school or less	41	
Some high school	52	
High school graduate	52	
Some college or more	58	
Region:		
Northeast	42	
North Central	50	
South	55	
West	58	
Homemaker's age:		
Under 25	64	
25-34	57	
35-44	49	
45-64	52	
65 and over	37	
Family income:		
Under \$6,000	44	
\$6,000-\$9,999	50	
\$10,000-\$14,999	56	
\$15,000 and over	55	
Family size:		
1-2 members	47	
3 members	51	
4 members	56	
5 or more members	57	
Family composition:		
Adults only	48	
Have children under 20	55	

Reasons	U
Don't like or use powdered foods; prefer other forms	
Taste	
Would not like taste (unspecified)	
Products made from powder (e.g., paste, sauce, juice)	
would not taste as good as products already available	
Other taste mentions	
No need for this type of product; satisfied with existing product	
Doesn't sound appealing, appetizing	
Don't like or use tomato products	
Too much work to prepare	
Would not be nutritious	
Would be too expensive	
Don't like to try new products	
May contain undesirable preservatives, additives	
Other mentions	
Don't know or no answer	
Cases	
Average responses per case	

Convenience

Easy to store; space saver  
Easy to prepare  
Would have on hand if needed  
Quick to prepare  
Would keep well; would not spoil  
Convenient (unspecified)  
Easy to transport

Could be used in many ways; versatile product

Could be used for specific dish or dishes

Would be no waste; could prepare amount needed

Less expensive; would not have to purchase other products

Like to try new products

Like or use tomato products

Taste

Would like the taste  
Other taste mentions

Like or use powdered foods

Sounds appealing, appetizing

Other mentions

Cases

Average responses per case

---

Identifying characteristics	How sure				How often		
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	
	----- Percent -----						
Size:	42	45	12	1	63	36	
Less than 1 million and over	43	43	14	*	66	34	
Under 1 million	41	45	12	2	61	37	
Over 1 million	43	47	8	2	61	37	
Education:							
High school or less	42	45	12	1	57	42	
High school	47	46	7	1	68	31	
College graduate	43	41	14	3	63	34	
College or more	38	48	13	1	61	39	
Occupation:							
Professional	45	40	14	1	60	39	
Managerial	45	40	15	1	64	35	
Skilled	39	49	10	2	64	34	
Unskilled	41	49	9	1	61	38	
Age:							
Under 25	29	60	11	0	57	43	
25 to 34	40	42	16	2	62	36	
35 to 44	42	46	12	0	70	30	
45 to 54	47	41	11	2	62	36	
Over 54	44	44	10	1	59	40	
Income:							
Under \$1,000	45	42	11	2	61	37	
\$1,000 to \$9,999	44	43	11	1	60	39	
\$10,000 to \$14,999	41	44	14	1	67	32	
\$15,000 and over	39	48	12	1	62	36	
Religion:							
Protestants	42	44	12	1	61	38	
Catholics	37	48	13	2	57	41	
Jews	44	42	12	2	70	29	
Other members	44	46	10	1	64	35	
Marital position:							
Married	44	42	13	2	59	39	
Children under 20	41	47	11	1	65	34	
Less than 1 percent.							

Question 13c: "What is it about this product idea that appealed to you?  
(of respondents who said they would try tomato powder.)"

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### Reasons

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#### Convenience

- Easy to store; space saver
- Easy to prepare
- Would have on hand if needed
- Quick to prepare
- Would keep well; would not spoil
- Convenient (unspecified)
- Easy to transport

Could be used in many ways; versatile product

Could be used for specific dish or dishes

Would be no waste; could prepare amount needed

Less expensive; would not have to purchase other products

Like to try new products

Like or use tomato products

#### Taste

- Would like the taste
- Other taste mentions

Like or use powdered foods

Sounds appealing, appetizing

Other mentions

#### Cases

Average responses per case

Characteristics	How sure				How often		
	Absolutely sure	Quite sure	A little doubtful	No answer	Regularly	Once in a while	an
	----- Percent -----						
	42	45	12	1	63	36	
;							
- 1 million and over	43	43	14	*	66	34	
	41	45	12	2	61	37	
	43	47	8	2	61	37	
ucation:							
ol or less	42	45	12	1	57	42	
hool	47	46	7	1	68	31	
graduate	43	41	14	3	63	34	
or more	38	48	13	1	61	39	
	45	40	14	1	60	39	
l	45	40	15	1	64	35	
	39	49	10	2	64	34	
	41	49	9	1	61	38	
e:							
	29	60	11	0	57	43	
	40	42	16	2	62	36	
	42	46	12	0	70	30	
	47	41	11	2	62	36	
	44	44	10	1	59	40	
	45	42	11	2	61	37	
9	44	43	11	1	60	39	
999	41	44	14	1	67	32	
over	39	48	12	1	62	36	
	42	44	12	1	61	38	
	37	48	13	2	57	41	
	44	42	12	2	70	29	
mbers	44	46	10	1	64	35	
tion:							
	44	42	13	2	59	39	
n under 20	41	47	11	1	65	34	
1 percent.							

Respondent characteristics	Have served	Have served
	-----	Percentage
U.S. total	77	
Community size:		
Metro areas--1 million and over	77	
Other metro	77	
Nonmetro	78	
Homemaker's education:		
Grammar school or less	72	
Some high school	79	
High school graduate	75	
Some college or more	83	
Region:		
Northeast	75	
North Central	81	
South	76	
West	77	
Homemaker's age:		
Under 25	69	
25-34	79	
35-44	80	
45-64	80	
65 and over	72	
Family income:		
Under \$6,000	72	
\$6,000-\$9,999	77	
\$10,000-\$14,999	80	
\$15,000 and over	83	
Family size:		
1-2 members	76	
3 members	78	
4 members	79	
5 or more members	79	
Family composition:		
Adults only	76	
Have children under 20.	78	

Form	U.S. total	Have served
<p>ready to serve-- no need to add water</p> <p>frozen concentrate-- just add water</p> <p>instant powder-- just add water</p> <p>no answer</p> <p>uses</p>	<p>-----</p> <p>91</p> <p>5</p> <p>3</p> <p>1</p> <p>-----</p> <p>2,600</p>	<p><u>Percent</u></p> <p>92</p> <p>4</p> <p>3</p> <p>*</p> <p><u>Number</u></p> <p>2,011</p>

\* Less than 1 percent.



Contents	U.S. total	I s
The same amount of vitamins contained in the product on the market now	-----  52	
An added amount of vitamins to supply a day's vitamin needs in an 8-ounce glass	45	
No answer	2	
Cases	----- 2,600	

Appearance	U.S. total	Have served
<p>in color,  but <u>not</u> clear--like  the product on the market now</p> <p>in color, but  clear--like cranberry juice</p> <p>answer</p>	<p>----- Percent</p> <p>87</p> <p>11</p> <p>1</p>	<p>88</p> <p>11</p> <p>1</p>
<p>es</p>	<p>----- Number</p> <p>2,600</p>	<p>2,011</p>

Contents	U.S. total	
<p>The same amount of calories contained in the product on the market now</p> <p>Fewer calories than in the product on the market now</p> <p>More calories than in the product on the market now</p> <p>No answer</p>	<p>-----</p> <p>71</p> <p>19</p> <p>8</p> <p>2</p> <p>-----</p>	
Cases	2,600	

Question 15a: "Have you bought any canned tomatoes (whole or sliced) in the last 12 months or not?"

Respondent characteristics	Have bought	Have bought
	-----	<u>Percent</u> -----
total	77	2
Community size:		
Metro areas--1 million and over	82	1
Other metro	80	2
Nonmetro	64	3
Maker's education:		
Elementary school or less	72	2
Some high school	76	2
High school graduate	77	2
College or more	82	1
Region:		
Northeast	82	1
North Central	71	2
South	76	2
West	84	1
Maker's age:		
Under 25	69	3
25-34	83	1
35-44	81	1
45-54	79	2
55 and over	68	3
Family income:		
Under \$6,000	69	3
\$6,000-\$9,999	77	2
\$10,000-\$14,999	81	1
\$15,000 and over	85	1
Family size:		
2 members	73	2
3 members	77	2
4 members	83	1
5 or more members	82	1
Family composition:		
Adults only	74	2
Have children under 20	80	2

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## Reasons

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Can or freeze own tomatoes

Prefer to use fresh tomatoes

### Taste

Doesn't taste as good as fresh

Don't like the taste (unspecified)

Too much acid

Tinny taste; taste like container

Too bitter

Prefer to use other tomato products for cooking

Don't use or cook with tomatoes; use only occasionally

All or some family members would not eat it

Too expensive

Texture is too soft, mushy

Other mentions

### Cases

Average responses per case

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## Reasons

### Convenience

- Easy to prepare
- Can keep on hand when needed
- Easy to store; space saver
- Would keep well; would not spoil
- Quick to prepare
- Convenient (unspecified)

Use for specific dish or dishes

Cheaper than fresh tomatoes

### Taste

- Like the taste (unspecified)
- Tastes better than out-of-season fresh tomatoes
- Other taste mentions

Available year-round in stores; not seasonal

Use canned for cooking

Can be used in many ways; versatile product

Cheaper than fresh tomatoes that are out of season

No waste; can prepare amount needed

No need to add seasoning; already seasoned

### Nutritious

Like appearance (e.g. color, shape)

### Texture

Other mentions

### Cases

Average responses per case

Reasons	
<p>Nothing disliked</p> <p>Taste</p> <ul style="list-style-type: none"> <li>Doesn't taste like fresh tomatoes</li> <li>Too much acid</li> <li>Tinny taste; taste like can</li> <li>Tasteless, bland</li> <li>Too bitter, sour</li> <li>Dislike the taste (unspecified)</li> <li>Other taste mentions</li> </ul> <p>Waste materials in cans</p> <p>Cans contain too much juice, water--not enough tomato</p> <p>Cannot be used in salads</p> <p>Texture is too mushy, soft</p> <p>Quality varies among brands</p> <p>Appearance not appetizing, appealing</p> <p>Not nutritious</p> <p>Other mentions</p> <p>Don't know or no answer</p> <p>Cases</p> <p>verage responses per case</p>	

only if reported buying canned tomatoes in the 12 months viewing.)

Respondent characteristics	2-3 times a month or more	About once a month
	----- <u>Percent</u> -----	
U.S. total	75	15
Community size:		
Metro areas--1 million and over	73	16
Other metro	73	16
Nonmetro	82	9
Homemaker's education:		
Grammar school or less	80	10
Some high school	78	14
High school graduate	74	16
Some college or more	72	17
Region:		
Northeast	74	14
North Central	75	15
South	78	14
West	70	18
Homemaker's age:		
Under 25	65	19
25-34	74	15
35-44	77	14
45-64	76	15
65 and over	75	14
Family income:		
Under \$6,000	75	14
\$6,000-\$9,999	78	13
\$10,000-\$14,999	76	15
\$15,000 and over	71	17
Family size:		
1-2 members	72	17
3 members	73	16
4 members	74	14
5 or more members	82	11
Family composition:		
Adults only	73	17
Have children under 20	77	13



Respondent characteristics	Stews	Soups	Sauces	Meat loaf	Casseroles	Side dishes
	----- Percent -----					
U.S. total	72	68	62	57	56	58
Community size:						
Metro areas--1 million and over	71	62	67	54	55	58
Other metro	72	71	60	59	56	58
Nonmetro	73	76	54	58	59	58
Homemaker's education:						
Grammar school or less	73	82	52	64	40	58
Some high school	71	74	57	57	50	58
High school graduate	71	64	62	56	58	49
Some college or more	72	63	69	52	66	60
Region:						
Northeast	62	52	76	49	53	58
North Central	74	77	57	56	63	62
South	76	78	50	65	50	53
West	75	62	70	52	62	58
Homemaker's age:						
Under 25	64	57	62	55	51	40
25-34	71	63	69	48	61	44
35-44	74	64	68	58	59	53
45-64	74	76	61	62	59	58
65 and over	68	72	45	55	42	60
Family income:						
Under \$6,000	72	74	52	62	44	58
\$6,000-\$9,999	72	70	62	59	57	58
\$10,000-\$14,999	73	67	63	55	62	53
\$15,000 and over	70	61	73	51	64	58
Family size:						
1-2 members	71	69	55	59	52	58
3 members	73	71	68	58	54	54
4 members	71	63	68	51	63	50
5 or more members	74	70	65	57	61	49
Family composition:						
Adults only	70	69	55	59	51	60
Have children under 20	73	68	67	55	60	58

Respondent characteristics	Sauces	Soups	Stews	Side dishes	Casseroles	Meat loaf	Salads
	----- Percent -----						
al	27	19	17	15	15	4	2
y size:							
areas--l							
on and over	33	14	15	16	15	4	2
metro	26	23	18	14	13	4	2
ro	15	23	19	14	18	5	4
r's education:							
r school or less	16	30	20	17	6	5	2
high school	22	23	18	16	10	7	3
chool graduate	31	18	17	12	16	4	2
ollege or more	31	13	15	16	20	3	2
ast	49	9	11	15	9	4	2
Central	15	24	17	17	21	3	2
	16	29	21	13	10	7	4
	31	10	20	14	21	2	2
r's age:							
25	26	18	15	13	19	6	2
	33	18	16	9	17	5	2
	33	15	16	10	19	5	3
	25	22	16	17	14	3	2
over	13	23	24	27	6	5	2
income:							
\$6,000	18	27	20	18	8	5	3
-\$9,999	26	19	18	15	14	4	3
\$10-\$14,999	30	18	15	12	19	4	2
\$15 and over	34	12	15	15	18	3	2
size:							
members	20	21	18	20	13	4	2
ers	29	22	17	12	11	5	3
ers	35	13	17	10	19	3	3
oro members	32	20	15	11	17	4	2
composition:							
only	20	21	18	20	12	4	3
children under 20	32	18	16	10	17	4	2
than 1 percent.							

tomatoes?" (Asked only if reported buying canned tomatoes  
months prior to interviewing.)

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Products

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Tomato sauce

Tomato paste

Fresh tomatoes

Tomato soup

Tomato juice

Tomato puree

Instant sauce mix

Other products

Nothing

No answer

Cases

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Background information--relationships among characteristics used as standard cross

Respondent characteristics	Community size			Homemaker's education		
	Metro areas--1 million and over	Other metro	Nonmetro	Grammar school or less	Some high school	High school graduate
U.S. total	38	41	21	17	17	33
Community size:						
Metro areas--1 million and over	100			12	15	41
Other metro		100		18	16	35
Nonmetro			100	24	22	35
Homemaker's education:						
Grammar school or less	27	43	30	100		
Some high school	33	40	27		100	
High school graduate	41	39	20			100
Some college or more	43	43	14			
Region:						
Northeast	48	43	9	16	16	41
North Central	38	36	26	17	18	40
South	23	48	29	22	19	30
West	52	34	14	10	13	30
Homemaker's age:						
Under 25	36	40	24	4	18	41
25-34	41	42	17	3	16	41
35-44	41	40	19	12	13	41
45-64	38	43	19	20	18	30
65 and over	28	41	31	41	19	10
Family income:						
Under \$6,000	26	42	32	36	23	20
\$6,000-\$9,999	34	43	23	16	19	41
\$10,000-\$14,999	42	42	16	7	16	41
\$15,000 and over	52	38	10	3	8	30
Family size:						
1-2 members	36	41	23	24	17	30
3 members	37	45	18	13	17	41
4 members	44	37	19	10	14	41
5 or more members	38	41	21	12	20	41
Family composition:						
Adults only	36	41	23	25	16	30
Have children under 20	40	40	20	10	18	41

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.

Background information--relationships among characteristics used as sta

Respondent characteristics	Region					
	North-east	North Central	South	West	Under 25	25-
U.S. total	24	29	31	16	10	1
Community size:						
Metro areas--1 million and over	30	29	20	21	9	2
Other metro	25	25	37	13	9	1
Nonmetro	10	35	44	11	11	1
Homemaker's education:						
Grammar school or less	21	29	41	9	2	
Some high school	22	31	35	12	10	1
High school graduate	27	30	28	15	11	2
Some college or more	23	24	30	23	12	2
Region:						
Northeast	100				6	2
North Central		100			9	1
South			100		12	1
West				100	12	1
Homemaker's age:						
Under 25	15	25	41	19	100	
25-34	28	29	29	14		10
35-44	23	33	28	16		
45-64	24	26	33	17		
65 and over	24	30	34	12		
Family income:						
Under \$6,000	19	26	41	14	10	
\$6,000-\$9,999	22	31	33	14	15	
\$10,000-\$14,999	28	29	28	15	7	
\$15,000 and over	26	29	25	20	5	
Family size:						
1-2 members	23	28	33	16	9	
3 members	27	27	33	13	17	
4 members	22	29	30	19	10	
5 or more members	24	30	31	15	3	
Family composition:						
Adults only	24	28	33	15	7	
Have children under 20	23	29	32	16	12	

1/ Percentages may add to less than 100% because some characteristics were not ascertained for some respondents.